



## *Secondary Domain Pointer*

***Don't make visitors key in a complicated address to reach a featured product or service deep inside your website: Purchase a Secondary Domain Pointer from PenTeleData.***

Instead of losing customers through the confusion of having them enter in an extended and incomprehensible website address, wouldn't you rather direct visitors to featured sections of your site via a clean, recognizable web address? Don't discourage visitors from browsing through your website: purchase a Secondary Domain Pointer to highlight your services before visitors lose interest and disappear.

### **Why use a Secondary Domain Pointer?**

A Secondary Domain Pointer will help customers remember a product, company or the website they are looking for. By fashioning a clearer website address out of a part of your original website address, a Secondary Domain Pointer from PenTeleData enables any domain name owner to mask the original unattractive or awkward extended site address. Reduce the length of your website address for certain products and services from, say, a clumsy 76 characters to a memorable 15: Its ideal for companies that have made — or want to make — brand names out of their products or services. A Secondary Domain Pointer bolsters brand name recognition by directing visitors to designated sections of your website featuring highlighted products and services. A Secondary Domain Pointer encourages creativity and offers convenience to any website administrator that wants to create a new name for an unsavory website address. If an important area of your website bears the stamp of an awkward address, with a Secondary Domain Pointer it can easily be renamed to whatever you want. The domain name owner can apply the new web address to marketing materials, eclipsing the original, clumsy web address of that particular section of the website. Cosmetically and technically, this change makes sense. The more appealing Secondary Domain Pointer domain better suits advertising campaigns for company products and services by giving the domain name owner the most flexibility. Signing up for a Secondary Domain Pointer introduces an additional value to your website by helping to increase market share. Users will come to associate both your company and your brand name with this individually tailored website address.

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*"As today's websites grow larger and more complex, a secondary domain pointer is the answer to efficiency and simplicity."*

**Jeff Reinhard**  
General Manager  
- PenTeleData

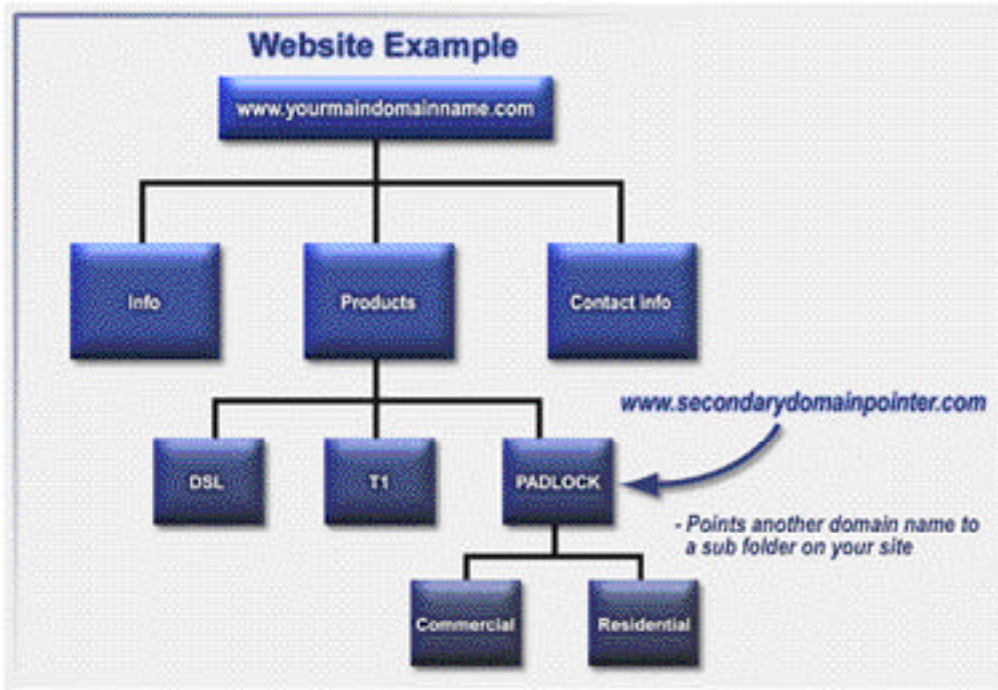
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## Secondary Domain Pointer

### What is a Secondary Domain Pointer?

A Secondary Domain Pointer channels visitors, browsing the Internet for your products and services, onto a subdirectory of your website. It allows you to direct customers where you want them to go while simultaneously making it easy for them to get there. Technically, a Secondary Domain Pointer is a domain name that you have registered, which points to a subdirectory in your website, streamlining the directory naming structure..

For example, a company may choose to advertise a product at their website. The actual URL of this product can be very long and difficult to remember. A Secondary Domain Pointer provides you the ability to register a unique domain name, which compliments — but does not replace — the first address. As you can see, the second address is simple and easy to remember, and both point to the same site. However, the Secondary Domain Pointer directs a user deep inside of the website making it much easier for the user to navigate to the specific information they are looking for. A Secondary Domain Pointer is also ideal for Virtual Malls, helping the customer easily pinpoint virtual storefronts or businesses with specific products, etc.



### A PenTeleData Secondary Domain Pointer Can:

- Streamline long, cumbersome website addresses
- Boost your website traffic
- Increase market share
- Channel visitors directly to targeted portions of your website
- Highlight specific products and services
- Lengthen visitor time on your website
- Strengthen corporate branding efforts
- Create creative and convenient naming alternatives

#### FOR MORE INFORMATION

To learn how your company can take advantage of this and the other industry leading technologies from PenTeleData - call us at 1-800-281-3564 or

E-Mail: [prosales@ptd.net](mailto:prosales@ptd.net)