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New Review Plug-in Lets Business Owners Capitalize on Customer Feedback.

Minden, NV, November 21, 2007 – In the highly competitive world of internet marketing, it is imperative business owners capitalize on key business building resources. The opportunity to enhance a website by adding valuable content to visitors and members and to increase visibility simply can't be overlooked. Power House Technology, LLC owners Simon Hodgkinson and Jeremy Gislason, creators of the enormously successful content and client management system, MemberSpeed, recognized this need and have just released Review Manager, a potent addition to their core software.

“If you've ever secretly envied sites like Amazon.com who have skillfully integrated these powerful features into their sites we expect this will be something you want to start using right away,” says Hodgkinson. The Review Manager Plug-in also allows businesses to fully harness the power of 'User Generated Content' boosting their search engine effectiveness and Web 2.0 friendliness while reducing their personal content creation workload.

The Review Manager Plug-in gives website owners the best of both worlds. They're able to intensify value to their website and offer visitors and members a method to voice their own opinions – a pivotal instrument to the success of an online business. It also provides an internet marketer coveted content for search engines in an easy to use, one-click fashion.

Review Manager offers the easy customization internet marketers require. Using the new plug-in, they're able to create custom ratings labels, edit review guidelines, website owners can add a thank you message, instructions, whatever they need including sales messages once a visitor has left a review. The options don't stop there, reviews can be sorted a number of ways, reviews can be searched by category, product, review title and more, and review postings can be controlled to include links, limit the reviews to members only and set the reviews to live or pending. It is the ultimate review tool for owners and members alike.

“We've used it at SureFireWealth.com for about 10 months now and it has resulted in over 1700 reviews and comments added,” says Gislason. “That's a lot of content the search engines love, plus it helps members and visitors learn more about your products.”

This software has been tested and proven on actual online businesses turning over millions of dollars in online revenue by real live living breathing Internet marketers since 2004. “This is not some classroom theory but is the result of over 4 years of hard work, blood, sweat and tears and hundreds of thousands of dollars,” say owners, Gislason and Hodgkison. “Membership Site Management Software is the future of online business and we're here to help businesses achieve online success by doing things quicker, easier and more efficiently online. The Review Manager Software is a substantial addition to an already extensive core product and the trouble-free solution to user interaction and easy content creation.

For more information on membership sites and their applications in Web 2.0, the Review Manager Software, or the MemberSpeed Software, contact Jeremy Gislason or Simon Hodgkinson at <http://www.MMEhelp.com>.

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