



For Immediate Release

Home Tech Group Redesigns Websites

New York • 2/23/2011 • Keith Pray, Publisher of *Home Theater* magazine, announces that the following Source Interlink Media's websites have been thoroughly redesigned. These include

www.Stereophile.com • www.HomeTheater.com • www.UltimateAV.com •
www.HomeTheaterDesignmag.com • www.Shutterbug.com.

As *Stereophile* Editor John Atkinson puts it, "Our growth resembled the gradual expansion of a stately home, with rooms, apartments, and outbuildings tacked on as required. The result was that, up till last November, our site was using four different Content Management Systems running on four different servers, as not one CMS we were able to use offered everything we wanted or needed. News stories, magazine articles, and equipment reviews resided on one server, forums and galleries on a second, blogs and show reports on a third, and the weekly Vote sat by itself on the fourth server."

As a result, starting in the fall of 2010, all online content migrated to a single CMS running on a single server, a project led by our own web monkey Jon Iverson with Source Interlink Media's director of application development, Jennifer Watterud and outside IT contractor Leonard Porcano.

The team redesigned the entire site in every way; the most obvious difference being much wider column sizes for larger images. And with everything on one server and managed by one CMS it streamlines searches by specific words, phrases, site categories, or story types. Another major addition is that all content is now open to readers' comments, and if you want to read everything by a specific writer just click their byline.

"We've already seen a big spike in traffic on all our sites with the redesign," says Keith Pray. "Our websites draw an audience of over 1 million unique monthly users, and over 6 million monthly page views. Plus typing www.hometheater.com into your browser rather than hometheatermag.com has also helped tremendously. We'll be rolling out new features and new ways of staying in touch with our readers soon."

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