



**Over 70 Percent Of The American Population Are Internet Users.**

**Can Your Facility Afford *Not* Having A Website?**

Dear \_\_\_\_\_,

According to Nielsen//NetRatings, three out of four Americans have access to the Internet, and 204.3 million Americans (75% of the population) have access to the Internet *from home*.

What does this mean? Simple.

**More and more people are turning to the Internet to search for information – information that'll influence their lives and their buying decisions.**

What factors go into choosing a nursing home or assisted living facility? Quality of care is high on the list. So is quality of life. Word of mouth referrals and testimonials can play a role. Location, affordability, and just the way a facility “feels” will affect a decision as well.

A website allows you to have all this information in one place. The statistics above show that the majority of people not only know this, but also expect professional facilities to have a web presence.

When someone types “*Massachusetts nursing homes*” or “*Massachusetts assisted living facilities*” into a search engine like Google, how can your facility compete if it doesn't have a website? It can't.

My name is Dan Malo, and I'm the president and founder of Ionix Studios, a leading web development firm in Massachusetts. I do have some good news:

**It isn't too late to get a website – one that can rival your competitors' sites.**

Are you and your company new to the Web? Sit back and relax. We pride ourselves in easing our clients into cyberspace. We'll spare you the “techno-babble” and explain everything in simple terms. We won't push a cookie-cutter website on you. Instead, we'll customize a site to fit *your* facility and *your* needs.

In closing let me say, “We want your business.” But at the same time, I don't expect you to make any decisions based on this letter. That's why I invite you to call me to set up a **FREE one-hour consultation** so you can decide for yourself.

Best wishes,

Dan Malo, President  
Ionix Studios

**PS – Ask us about financing! Simply call 508-845-0540 to set up your **FREE one-hour consultation!****

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