



## **New Website Helps Heartland Express Recruit New Employees**

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Cedar Rapids, IA ([PRWEB](#)) June 8, 2005 -- Geonetric, an industry-leading Internet consulting and web development company, has successfully launched a new website for Heartland Express that redefines the way they interact with consumers and potential employees online. The new site launched on May 2 with an all new look and infrastructure.

Geonetric tailored the design and function of the site for the specific needs of prospective Heartland employees and to support the Heartland brand. Some key features included integrated flash navigation, online job applications, and a real time online chat with a recruiter.

The flash navigation system is a major differentiator for Heartland, setting them apart from their more traditional competitors in the truckload carrier industry and reflecting the organization's dynamism and progressiveness.

Online applications allow people to apply to work for Heartland quickly and easily from anywhere in the world and at any time of day. The recruiter chat sessions allow jobseekers to find answers quickly to any of their questions and give potential employees an immediate, real experience with the company.

### **About Heartland Express**

Heartland Express, Inc. is a truckload carrier with corporate offices in Iowa City, Iowa. It is the perennial leader for driver pay in the industry and has eight regional operation terminals, serving national accounts in most points east of the Rocky Mountains. With a strong balance sheet, the top driver compensation package, a brand new fleet of trucks, a new training and management program in operations, and a newly developed e-business infrastructure, Heartland is positioned for extraordinary growth.

You can visit the Heartland Express site at: <http://www.heartlandexpress.com>.

### **About Geonetric**

A web technology company founded in 1999, Geonetric is focused exclusively on advancing the way hospitals interact and communicate with their markets, including patients, physicians, employees, executives and payors.

Through its products and services, Geonetric provide hospitals and health systems with the online tools necessary to increase patient satisfaction, improve patient/physician communications, generate direct revenue and streamline internal processes – advancing the industry towards the goal of achieving complete eHealth.

For further information, visit the company at <http://www.geonetric.com>.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).