

## Crowne Plaza Houston Hotel I-10 West Launches New Website, Search Engine Optimization Effort

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The Crowne Plaza Houston Hotel I-10 West, a popular Houston lodging located in the city's famous 'Energy Corridor', recently launched an entirely revamped and redesigned website. The update affects only the property's 'independent' site, as distinguished from its 'brand' site that is maintained by the Crowne Plaza brand-holder, InterContinental Hotels Group (IHG).

The new site was designed and written with considerable input from the hotel by Worldwide Revenue Solutions (WRS), an online Internet marketing company that specializes in service to the hospitality industry. Launching the site, in fact, represents only a fraction of the committed efforts brought about by the hotel's partnership with WRS. Search Engine Optimization (SEO), a central tenant of WRS, will now become the ongoing focus as the site begins to show an increase in search engine placement.

The new design for the website favors a clean, simple format with user-friendly content that places the emphasis on the property's convenient location and attractive accommodations. The site should flow better towards bridging the all-important gap between site views and booked reservations. Additionally, the site has undergone a SEO overhaul, a fresh rethinking of internal keyword, text link, and meta tag strategy to further improve the site's online relevancy.

The property, itself newly-renovated, is especially happy to have the new site up in time for the summer season when leisure/transient travel, corporate bookings, and especially wedding bookings are expected to increase.

Crowne Plaza Houston Hotel I-10 West welcomes all to visit their new site [here](#).

### **About Crowne Plaza Houston Hotel I-10 West**

Highlight your [Houston, Texas vacation](#) or corporate travel with a stay at the leader in [Houston hotels](#), the Crowne Plaza Houston West. Offering convenient access to the city's top shopping, entertainment, and business districts, this fine hotel in Houston proves the perfect choice for any traveler. Make it easy with a complimentary 3-mile shuttle, plan an unforgettable wedding with our exquisite function space, and do it all for less with our thoughtful [Houston, Texas vacation packages](#). Newly-renovated, but featuring plenty of old-fashioned hospitality, there's never been a better time to discover this hotel in Houston. For more information call 281-558-5580 or visit our new site at <http://www.parkwesthoustonhotelsite.com/index.html>.

### **About Worldwide Revenue Solutions**

WRS is a Search Engine Optimization (SEO) company in Dallas, Texas, founded by Aziz and Linda Ghaffari. WRS is a privately-owned hospitality [Internet marketing company](#) developed as an online marketing partner for hotels to optimize revenue from Internet and brand resources. WRS offers over 50 years of combined hospitality industry experience, dedicated to search engine optimization, social networking, search engine and tactical online marketing, content research and writing, website design and development, as well as Customer Relationship Management (CRM) execution. For more information on WRS and its services, call 972-424-2200, e-mail [info@wrsol.com](mailto:info@wrsol.com) or visit our website at [www.wrsol.com](http://www.wrsol.com).

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