

Milestone Internet Marketing, Inc. Wins 5 WebAwards for Excellence in Internet Marketing for Hotels

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Milestone Internet Marketing, a leading provider of Internet marketing solutions for the lodging industry, announced today that it won five awards in the recently concluded Web Marketing Association's 12th Annual WebAward competition. The websites won the Outstanding Websites and Standard of Excellence awards in the Hotel and Lodging category.

The websites were judged using seven criteria including design, innovation, content, technology, interactivity, copywriting, and ease of use. The highlights among the award winning websites were Best Western Premier (www.bestwesternpremier.com) and Intercontinental Toronto (<http://www.torontocentre.intercontinental.com>) which won the Outstanding Websites Award. Best Western Premier (<http://www.bestwesternpremier.com>) is developed using Milestone's recently released Galexix™ Content Management System that is targeted for the hospitality chains and brands. The website received an almost perfect score in all categories including a perfect 10 for ease of use.

The other 3 websites that won the Standard of Excellence award include the following:

Experience Baltimore (<http://www.travelguidebaltimore.com>)

Hotel Renew (www.hotelrenew.com)

Wingate Inn Las Vegas (www.wingatelasvegas.com)

Experience Baltimore is a Web 2.0 Destination Blog website targeted for Social Media Optimization for a group of hotels based in Baltimore. The website provides information about the destination and at the same time offering the guests an opportunity to interact with the hotels and one another. Intercontinental Toronto and Hotel Renew are both targeted at the upscale luxury segment targeting consumers seeking branded upscale hotels or boutique hotels respectively. Wingate Las Vegas website represents the best in class in the mid-scale branded segment of the hospitality industry. The website won the award for its great appeal, richness of its content, and its search engine optimization that drives significant revenue to the hotel.

These awards for multiple websites, each with a different theme and a target market, ranging from a sophisticated 90+ hotels 'Best Western Premier' to Social Media enabled 'Experience Baltimore Blog,' demonstrate Milestone's cutting edge strategies in multiple segments of the hospitality market. For more information about our products and company, visit www.milestoneinternet.com or blog.milestoneinternet.com, or call (888) 350-8396, email: sales@milestoneinternet.com.

About Milestone

Milestone Internet Marketing, Inc. is a leading provider of Internet marketing solutions for the lodging industry. Milestone's portfolio of services included Website Design, Search Engine Optimization, Pay-per-Click marketing, Email marketing, and several Social Media Optimization initiatives like Online Videos, Blogs, RSS, etc. Milestone currently works with over 700 hotels and drives over \$85M in annual revenue for its clients. Milestone is a preferred vendor for several major lodging industry brands and works with some of the leading management companies in the US. Milestone is also well known as a lodging industry educator for its Hotels to HTMLs™ internet marketing workshops and book.

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