

## **Hampton, Virginia Hotel Launches New Web Site, Improved Online Strategy**

HAMPTON, VIRGINIA, January 2009 – The Crowne Plaza Hampton Marina, a popular choice among [hotels in Hampton, VA](#), has partnered with Dallas-based Internet optimization and marketing firm Worldwide Revenue Solutions (WRS) to expand and strengthen its online presence. The first step in this process, a new independent Web site, has launched recently.

Along with considerable input from the waterfront Hampton lodging, the new Web site was designed, written and optimized entirely in-house at WRS, which specializes in the online needs of the hospitality industry. The content and design work together to capture the eclectic market of Hampton, a dynamic destination blending historic attractions, outdoorsy enthusiasm and upscale sensibility. Meanwhile, the site is built so as to exemplify the path to the booking engine, helping to bridge that all-important gap between browsers and guests.

Don Davis, General Manager of the Crowne Plaza Hampton Marina, is excited to show off the new site, "We are pleased to start the New Year with a Web site embracing an excellent waterfront destination like Hampton. Working with WRS has given us high hopes for 2009 and beyond."

The new Web site in place, the focus of WRS and the Crowne Plaza turns to bolstering the online presence of the site through Search Engine Optimization (SEO). SEO entails the strategic tailoring of content around niche keywords in order to improve a Web page's relevancy in the eyes of popular search engines such as Google and Yahoo! WRS, who also hosts the Web site, will oversee the SEO strategy.

The Crowne Plaza Hampton Marina invites guests to experience the very best in Hampton, Virginia hotels and wishes for all to see the new Web site at <http://www.hamptonmarinahotel.com/>

For more information, you may also contact the hotel by phone at 1-757-727-9700.

### **About the Crowne Plaza Hampton Marina**

Offering equal parts luxury, refreshment and entertainment, Hampton, Virginia is one of the country's most exciting vacation destinations, and the finest [Hampton lodging](#) for experiencing it all is the Crowne Plaza Hampton Marina. Located within walking distance of top attractions like the Virginia Air & Space Center, downtown Hampton and many more, we offer the only waterfront property in the city. Leisure guests will enjoy our charming, nautical-themed décor and sumptuous accommodations while business guests take advantage of quick trip to the Hampton Roads Convention Center. Be sure to check our inexpensive travel packages. For more information, call 1-757-727-9700 or visit our new Web site at <http://www.hamptonmarinahotel.com/>

### **About Worldwide Revenue Solutions (WRS):**

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, web site 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 web site at <http://www.wrsol.com/>