

Web Design Built Upon Website Usability Testing Discoveries Wins Marketing Excellence Award

Harmony Development Company's website wins the MAME award after hiring .Com Marketing for its proprietary website usability testing and design services.

December 12, 2007 (FPRC) -- Orlando, FL – .Com Marketing and their client Harmony Development Company, the developer of the Orlando communities of Harmony in east Osceola County, received top honors at the 2007 MAME Awards ceremony including Best Internet website for 2007.

Sponsored annually since 1983 by the Home Builder's Association of Metro Orlando, the MAME Awards recognize industry professionals and companies for Major Achievements in Marketing Excellence (MAME).

To ensure that Harmony's new website would appeal to its target markets, .Com Marketing applied its proprietary method of intensive website usability testing and created the website based on the findings. This method of observed usability testing and user experience research ensures that visitors to the website will be able to carry out tasks efficiently, effectively and satisfactorily.

By developing specific target market personas and how these visitors would conduct searches on the site, .Com Marketing effectively created a website design that boosted website traffic, improved conversion rates, and increased visitor satisfaction.

In addition to user-focused usability testing, .Com Marketing's proprietary usability testing services also analyses client websites from a search engine's perspective. "A beautifully designed site that resonates with the target audience and delivers a high conversion rate will not be effective if that website cannot be found by search engines and potential clients," says Hillary Bressler, CEO of .Com Marketing.

Companies focused on boosting their internet presence and conversion ratios in 2008 can utilize one of .Com Marketing's many online marketing packages or consulting packages. Case studies of how the company's proprietary internet marketing solutions have worked for other companies is available at <http://www.commarketing.com/casestudy.html>.

About Harmony Development: Harmony (<http://www.harmonyfl.com>) is an environmentally intelligent town designed with the idea that people and nature can co-exist. Harmony is a leader in "green" development and is being used as a prototype for other communities throughout the country. Now beginning its third phase of Orlando communities, Harmony is home to approximately 1,000 residents with new lots becoming available in early 2008.

About .Com Marketing: Celebrating its 10th year of success, .Com Marketing (<http://www.commarketing.com>) is a full service interactive marketing agency specializing in driving motivated traffic to client websites. An expert in interactive marketing, .Com Marketing was ranked among the nation's top 100 interactive agencies in Ad Age Annual Interactive Agency Report.

Contact Information

For more information contact Hillary Bressler of .Com Marketing (<http://www.commarketing.com>)

407-774-4606

Keywords

[orlando communities](#)

[website usability testing](#)

[interactive marketing agency](#)

You can read this press release online [here](#)