

Wakefly Receives 2009 WebAward for Decision Resources Web Site

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Boston, MA - B2B Internet marketing agency Wakefly recently announced recognition from the Web Marketing Association in the WebAwards, receiving the B2B Standard of Excellence for Outstanding Achievement in Web Development. Wakefly was honored with this award for its work on the website for Decision Resources, a provider of research publications and consulting/advisory services. Wakefly's design drew from the company's extensive B2B marketing experience, creating a site that is easier to navigate, more professional in appearance and more visible to search engines. The redesign will create more qualified leads and conversions for Decision Resources.

"We approach each project with the specific client and intended end user in mind," said Jonathan Baer, president of Wakefly. "In the website for Decision Resources, the goal was to raise the company's brand recognition, educate its target audience, and create more leads. The design, content, navigation and information architecture were critical to meeting our goals for Decision Resources. We are honored to be recognized for our craftsmanship and innovation of the site."

Elizabeth Marshal, director of marketing and Decision Resources was equally pleased with the website design. "Our goal with the website is to get visitors the information they need as quickly as possible. To accomplish this, we worked with Wakefly to determine optimal site paths and calls to action. Wakefly did a great job of guiding us through this process and incorporating our considerations into the site design and architecture."

Established by the Web Marketing Association in 1997, the WebAwards honor the best talent in the website development field. Sites are judged by field experts in the areas of design, innovation, content, technology, interactivity, copywriting and ease of use.

"WebAwards is proud to provide a forum where web development organizations can be recognized for their outstanding achievements in making effective websites," said William Rice, president of the Web Marketing Association. "We offer our sincere congratulations to Wakefly for an innovative website design, navigation and technology."

About the Web Marketing Association

The Web Marketing Association's annual WebAward Competition sets the standard of excellence for Website developers. Independent expert judges located worldwide review sites in 96 industries. The best sites are recognized with a WebAward, helping interactive professionals promote their best work to the outside world. The WebAward Competition is the premier award-recognition program for Web developers and marketers worldwide

About Wakefly

Wakefly delivers innovative B2B marketing solutions through design and technology, providing successful web site designs, collateral, branding and integrated campaigns for a

client base that crosses many industries and market segments. Based in Westborough, Massachusetts, Wakefly combines senior design, copy, and marketing services with in-house technical specialists to help clients leverage technology and the Internet to create integrated campaigns that work. For more information, please visit <http://www.wakefly.com> or call +1 508-616-2042.