

Mannix Marketing, Inc. Releases Redesign Of DiscoverSaratoga.org

New Saratoga Convention and Tourism Bureau Website Design Enhances Visuals, Navigation & Convention Industry Traffic

Glens Falls NY (PRWEB) September 8, 2008 – Mannix Marketing, Inc. has announced the release of a newly redesigned website for DiscoverSaratoga.org, the flagship site for the Saratoga Convention and Tourism Bureau in Saratoga Springs NY. This high profile website is an online destination guide for meeting planners and a principal means of attracting conventions, meetings, trade shows and other groups to the Saratoga area.

“Today’s corporate meeting planners are sophisticated consumers”, says Sara Mannix, owner and CEO of Mannix Marketing, Inc. “The crisp appearance is designed to entice groups and event planners to further explore Saratoga as a meeting destination. The easy navigation of the new website combined with a high degree of functionality promise to bring the internet presence of DiscoverSaratoga.org to a new level.”

The redesign represents collaboration between the Mannix Marketing, Inc. Design, Development and Search Optimization teams and the staff of the Saratoga Convention and Tourism Bureau. The goal of the redesign was to create an easy-to-navigate website that met the expectations of Tourism Bureau members and the browsing public, while creating an authority presence within the top search engines for conventions and meetings in the Saratoga area. The goals and challenges of the project are detailed in a [Mannix Marketing, Inc. Case Study](#).

“Our goal in redeveloping discoversaratoga.org was to create a site that better reflected the excitement and world class quality of Saratoga itself, while making sure we didn’t lose any of the previous site’s utility or integrity,” states SCTB President Dave Zunker. “We believe we’ve accomplished that and we’ve taken the time to test the site before going out with a full-fledged announcement. The result has been a site that everyone seems to like a lot, and one that works for our clients, our members and the overall community.”

In addition to a brand new look, the new website features dynamic content designed to enhance the user’s experience. Meeting planners can submit an RFP online. Visitors to the site can book a room in Saratoga, browse the news section, videos, blog, and an interactive map of Saratoga. Since the redesign launch in mid-August, the number of unique visitors to the website during August has shown an increase of 57% over the same period in 2007.

Saratoga businesses are expected to benefit from increased exposure via the Bureau’s high profile presence on the internet, providing them with a virtual online business association. Membership benefits include online member listings, location designation on the new online interactive map, a membership newsletter and events section, and various marketing materials available for Saratoga Convention and Tourism Bureau members provide a virtual online business association environment.

About Mannix Marketing, Inc.

Mannix Marketing, Inc. is a full-service Internet marketing company specializing in creating and marketing websites and offers design, hosting, database driven content, search engine optimization, pay per click campaigns, link building, and tourism marketing. The company owns

and operates 23 online travel guides for the region including Adirondack.net, LakeGeorge.com, Saratoga.com, and Albany.com which receive over 2 million visitors a year.