



## **WSI/WebSolutionsTexas Recognized by Texas Chamber of Commerce Executives for Web Site Design**

*Michael Burns, principal Internet consultant for WSI/WebSolutionsTexas, announces today its Web site design project for the Southlake Chamber of Commerce was recognized for distinction at the summer 2005 Texas Chamber of Commerce Executives (TCCE) Annual Conference.*

(PRWEB) July 25, 2005 -- Every year TCCE, the oldest organization in the country for training and educating chamber professionals, presents awards for excellence in media design to its 600+ membership.

"Awards are intended to set a benchmark for other chambers across Texas with similar budgets," says Sean Corrigan, executive director of TCCE. "Our media contest spotlights conventional classes of communication and the Southlake Chamber was awarded 2nd Place in statewide competition for its superior Web site design on [www.southlakechamber.com](http://www.southlakechamber.com)."

"Working closely with Chamber President Giovanna Phillips, we envisioned a site that would add value to each chamber membership," states Michael Burns. "Our goal from the beginning was to create a Web site that was visually appealing, but more importantly, highly functional and easy to use by the chamber membership."

"It's exciting to see our vision become a reality," says Phillips, "and to be recognized by our TCCE peers. A panel composed of chamber members, Texas marketing executives and Internet users judged the 2005 media awards. The criteria for Web site excellence was carefully scrutinized from all angles, and we are very happy about the results."

In addition, WSI/WebSolutionsTexas was able to customize the Web site to meet two specific needs of the Chamber—helping to improve member networking opportunities and creating online visibility for small businesses, which make up 80-85 percent of the membership.

"For one, we created a highly functional, easy-to-use calendar, allowing members to keep track of events, RSVP for events and pre-pay event registration fees. Plus giving members more time to network at our events," Phillips shares, "the new calendar features have eased the workload on the chamber staff. We input information daily to keep the site current and dynamic so our members can get out and meet each other."

"Also, we've customized the business listing tool to provide more depth of information than a traditional membership directory does," says Burns. "The Southlake Chamber Business Profile allows an online searcher to find a local member who meets their very specific business needs. In less than nine months, visits to the chamber Web site have increased nearly 500 percent."

Along with professional Web site design, WSI/WebSolutionsTexas provides hosting, domain registration and transfer, technical training and on-going support for the chamber staff. WSI/WebSolutionsTexas emphasizes the importance of search engine optimization (SEO) and traffic generation, both of which are critical elements of a successful Internet business solution that supports local Chambers of Commerce.

Michael Burns has led international sales and marketing organizations successfully for more than 30 years. He directed teams at AT&T, MCI, and IBM prior to forming his own international consulting firm, where he served as the Director of Data Services and Corporate Sales for EuroTel Praha, in Prague, Czech Republic. Currently, Burns works in Southlake, Texas, as a Certified Internet Consultant and a SEO professional.

The Southlake Chamber of Commerce is located in the heart of Northeast Tarrant County in the Dallas/Fort Worth Metroplex. Southlake offers an excellent quality of life in a comfortable, upscale suburban setting with convenient access to Dallas/Fort Worth International Airport and Fort Worth Alliance Airport. While Southlake has a robust local economy, it also serves as the gateway to major employment hubs in Fort Worth and Dallas. Please visit: [www.southlakechamber.com](http://www.southlakechamber.com).

About WSI/WebSolutionTexas

WebSolutions Texas, ([www.WebSolutionsTexas.com](http://www.WebSolutionsTexas.com)), a leading e-solutions company, offers innovative Web site creation, re-

energizes older Web sites, provides Search Engine Optimization, develops e-presentation programs and creates e-learning services for businesses of all sizes and industries.

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