

FOR IMMEDIATE RELEASE

Holiday Inn Fresno Downtown
1055 Van Ness
Fresno, CA 93721
Contact: Rodolfo Gutierrez
Title: General Manager
Email: rodolfog@holidayinnfresno.com
Phone: 1-559-233-6650

Fresno, California Hotel Launches New Web Site, Optimization Strategy

Holiday Inn Fresno Downtown Partners with Worldwide Revenue Solutions

FRESNO, CA, May 2009 – The Holiday Inn Fresno Downtown, a prime choice in downtown hotels in Fresno, CA has teamed up with Dallas-based Internet marketing firm Worldwide Revenue Solutions (WRS) to strengthen its online presence and optimization strategy plan. The kick off to this progress, a new independent Web site, has recently been launched.

With contribution from the hotel, WRS has devised, optimized and created new content for the Web site entirely in-house. The new site represents the property as an ideal choice for central California weekend getaways. All the while, the design focuses on accessibility to the booking engine, helping to turn casual browsers into future guests.

After launching the new Web site, the next step for WRS is boosting the site's online presence through Search Engine Optimization (SEO). This process involves tailoring the site's written content to niche keywords to increase each page's relevancy according to popular search engines such as Google and Yahoo! WRS will both host the Web site and maintain the SEO optimization strategy.

The Holiday Inn Fresno Downtown invites guests to savor satisfaction with the choice in Fresno, California hotels and to see the new site at <http://www.holidayinnfresno.com>

For more information you may contact the hotel by calling 1-559-233-6650.

About the Holiday Inn Fresno Downtown

Modern and eclectic character makes [Fresno, CA](#) a fantastic city to see, be it for business or leisure. The premier [Fresno, California lodging](#) is the newly-renovated Holiday Inn Fresno Downtown, located in the heart of this vibrant, bustling city. Enjoy easy access to attractions the Fresno Convention Center and Fashion Fair Mall, or an easy trip to Yosemite National Park. Relax after a day of business meetings or touring the parks with our Skyroom Lounge and heated outdoor pool. For more information, call 1-559-233-6650 or visit our new Web site at <http://www.holidayinnfresno.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 and Social Media management. For more information on WRS and its services, call 972-424-2200, e-mail info@wrsol.com or visit our web site at <http://www.wrsol.com/>

####