

## **THAT Agency Launches Gran Melia Volcan Lanzarote**

By *THAT Agency*

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03/03/2009 - WEST PALM BEACH, FL March 03, 2009 -- THAT Agency, a veteran Web Design and Online Marketing firm, was approached by Spain's prestigious Gran Melia Volcan Lanzarote resort to develop their online presence, the firm assumed the task with the goal of effectively communicating an experience, as well as an aesthetic.

"Gran Melia Volcan Lanzarote was looking not only to launch a resort website, but also to optimize it," says Bill Teubner, THAT Agency President. "Since our creative staff is comprised of professional web designers, developers, and internet marketing specialists, we were able to forge their website design and increase website traffic and rankings through search engine optimization."

Gran Melia Volcan Lanzarote is a 5 star resort. Its design is unique because it looks like a typical village on the island. All 255 rooms are spread over 20 villas and all of the rooms provide spectacular views over the islands Fuerteventura, Isla de Lobos, the Papagayo Beaches, the Yacht-Harbour "Marina Rubicon", Playa Blanca, the extensive pool and garden areas of the resort.

The responsive functionality of Gran Melia Volcan Lanzarote's website can be credited to a foundation paved by XHTML and PHP. An essential ingredient to the homepage is the sleek Flash element, responsible for site's lush, sensory experience. Arresting images softly fade into one another, a smooth effect that further enhances the website's alluring aesthetic.

THAT Agency was enlisted to thoroughly optimize <http://www.gran-melia-volcan-lanzarote.com> so that both search engines and visitors alike could benefit from an easily-accessible website. Gran Melia Volcan Lanzarote's online presence was further heightened by the insight of the agency's in-house SEO experts. They widened the stream of traffic, feeding visitors to the newly designed website.

Gran Melia Volcan Lanzarote's navigation was equipped with an instinctive booking engine that allows potential guests to check room availability or make reservations. The luxury resort was also equipped with an image gallery to showcase their distinctive suite of leisure and services, intimate dining atmospheres, and their Royal Services.

### About Gran Melia Volcan Lanzarote

Suggestive of the old-world charm and personality of its village surroundings, Gran Melia Volcan Lanzarote unfolds as a setting of romantic patios, a sprawling lagoon-style pool, secluded courtyards, and tropical flora scattered throughout. The resort is intimately cushioned between the city and the waters of Rubicon Marina, only a kilometer from Playa Blanca and the renowned beaches of Papagayo. Gran Melia Volcan Lanzarote Resort can be contacted at 1-866-43-MELIA, or on the Web at <http://www.gran-melia-volcan-lanzarote.com>.

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About THAT Agency:

THAT Agency has become one of the leading web design and development firms in Florida. While their client list includes international companies such as Paramount Hotel and Regency Centers, they are still able to meet the needs and budgets of small businesses. They are able to provide all of the services of a web solutions company, as well as the expertise and creativity of an advertising agency. With a full staff of designers, developers, and marketing specialists they are capable of designing a solution for just about any marketing or advertising need. From the web to print, THAT Agency has built a reputation based on its quality and timely delivery. Please visit us on the web at <http://www.thatagency.com/>

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