

New Boutique Hotel in Phoenix, AZ Launches Web Site, Internet Strategy

Newly-renovated Hotel Highland at Biltmore contracts Dallas-based WRS for SEO Services and Web site development.

Aug. 26, 2009 - [PRLog](#) -- PHOENIX, AZ – Hotel Highland at Biltmore, the new boutique hotel in Phoenix, Arizona's trendy Biltmore neighborhood, recently launched a new Web site and Search Engine Optimization (SEO) initiative. Dallas-based Internet marketing company Worldwide Revenue Solutions (WRS) provided all development and optimization services.

Hotel Highland at Biltmore is the first in an exciting new collection of United States hotels by Associated Ventures LLC, an international real estate and development firm. The brand features a limited-service boutique experience designed for business and leisure travelers seeking affordable, stylish accommodations in an urban environment. The unique "urban oasis" integrates contemporary design and colors inspired by nature with plush fabrications and materials such as stone, wood and leather paired with artwork by local artists in mixed media, photography and painting.

The new Web site by WRS accentuates the urban flair of the brand as well as the rustic beauty of Arizona through vivid imagery. Meanwhile, the concise content approach favors accessibility over unnecessary flourish, a welcome choice for modern leisure and business travelers.

The Web site in place, WRS will now manage Search Engine Optimization for Hotel Highland at Biltmore to maximize its internet exposure. SEO is an organic form of Internet marketing that entails creating content around niche keywords with strong search engine popularity. Well-optimized sites rank higher in search engines like Google or Bing, which boosts traffic and revenue.

Melanie Pennell-Mayer, President of Associated Ventures, is excited about getting a new site for this flagship property up and running.

"Hotel Highland caters to the sensibility of today's traveler with modern design, technology and first class hospitality. Our vibrant yet relaxed environment provides a truly unique experience, and our new Web site and Internet strategy relays that message to the digital universe."

To learn more about Hotel Highland at Biltmore, visit the new Web site at <http://www.hotelhighlandatbiltmore.com/>. To learn more about Associated Ventures LLC, visit <http://www.associatedventures.us.com/>.

About Hotel Highland at Biltmore

Hotel Highland at Biltmore presents a savvy new choice of boutique hotel in Phoenix, Arizona. Still fresh from a \$5 million renovation, the Highland welcomes guests to an updated "urban oasis", rich with bold design, unusual touches and hi-tech amenities such as free wireless high-speed Internet, grab-and-go dining, free airport transportation and HDTVs in every guest room. For more information, call 800-956-5221 or visit the new Web site at <http://www.hotelhighlandatbiltmore.com/>

About Worldwide Revenue Solutions (WRS)

Worldwide Revenue Solutions is a search engine optimization 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, website design and development, Web 2.0 and Social Media and Customer Relationship Management (CRM). For more information on WRS and its services, call 972-424-2200, e-mail info@wrsol.com or visit our website at <http://www.wrsol.com/>

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