

FOR IMMEDIATE RELEASE

Holiday Inn Boston at Beacon Hill
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Boston Hotel Releases New Web Site, Teams with Worldwide Revenue Solutions

WRS to Provide Ongoing Search Engine Optimization Services

BOSTON, MA, June 2009 – The Holiday Inn Boston at Beacon Hill, a prime choice in [downtown Boston hotels](#) has launched a new Web site and Internet optimization strategy.

The new site was created, written and optimized entirely in-house by Worldwide Revenue Solutions (WRS), an Internet marketing company based in Dallas, Texas, specializing in services for the hospitality industry.

The new Web site utilizes the verified WRS tactic plan to attract visitors and subtly lead them towards the reservation booking engine, linking the gap between casual browsers and potential guests. While the design stresses the booking engine, the content emphasizes the strengths of the hotel and highlights its Beacon Hill location, thoughtfully-appointed rooms with complimentary high-speed Internet access and flexible meeting space for meetings and events.

With the new Web site released, the primary role of WRS will be to sustain the site's maintenance and provide ongoing Search Engine Optimization (SEO). SEO is an organic method of Internet marketing intended to strengthen the search engine rank of a given Web page according to popular search engines such as Yahoo! and Google. This is achieved by focusing the site's written content on niche keywords that hold substantial search presence.

The Holiday Inn Boston at Beacon Hill invites all to visit the new Web site at: <http://www.hisboston.com>

About the Holiday Inn Boston at Beacon Hill:

An invigorating choice in full-service hotels near Boston Logan airport, the Holiday Inn Boston at Beacon Hill greets guests with spacious accommodations and superior service to meet your needs for an enjoyable stay in Boston, MA. An affordable choice in [Boston lodging](#) without sacrificing style and comfort, amenity-rich accommodations await you. Business and leisure guests will enjoy free high-speed Internet access, a convenient location near the airport, local universities, the Financial District and popular attractions such as Fenway Park, The Freedom Trail and New England Aquarium. For more about

our hotel in downtown Boston, MA and our [Boston hotel packages](#), call 617-742-7630 or visit our new Web site at <http://www.hisboston.com/>

About Worldwide Revenue Solutions (WRS):

Worldwide Revenue Solutions (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, website design and development, as well as Customer Relationship Management (CRM) execution. 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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