

Etna Interactive Wins 2013 WebAward for Best Medical Website

Written by Australian Business

SAN LUIS OBISPO, Calif., Sept. 13, 2013 /PRNewswire-iReach/ -- Etna Interactive (etnainteractive.com) announced today that two of its websites earned top honors in the Web Marketing Association's 2013 WebAwards. The digital marketing agency won the top award in the Medical Industry category for marinaplasticsurgery.com, which was named Best Medical Website overall. The company also won Outstanding Website in the Medical category for drfredricbrandt.com.

"We are very pleased to receive these awards from the Web Marketing Association," says Ryan Miller, president of Etna Interactive. "It's gratifying to be recognized for the creativity, innovation, and quality that has been the hallmark of Etna for more than a decade."

According to the Web Marketing Association's website, the WebAwards are aimed at "naming the best Web sites in 96 industries while setting the standard of excellence for all website development." Submissions are judged on seven criteria: design, innovation, content, technology, interactivity, copywriting, and ease of use. The winning websites are determined based on their total score.

Etna Interactive won [Best Medical Website](#) for the site of Marina Plastic Surgery, a Southern California plastic surgery practice. The site, which received a near-perfect score, earned praise from the judges, one of whom remarked "Absolutely amazing virtual consulting resource! Perfect audience appeal and great use of technology to extend the patient experience."

Mr. Miller expressed appreciation for the judges' kind words, adding "This website is not only beautiful, it has been an invaluable tool for the client, generating a substantial volume of leads and providing remarkable ROI."

Drfredricbrandt.com, the dazzling, [Etna-designed website](#) of celebrity dermatologist Dr. Fredric Brandt, earned recognition as an [Outstanding Website](#) in the Medical category. The composition received exceptional scores in all seven categories, and prompted one judge to write "The design and development of the site is top notch. Well done." Another judge pointed out that the "clean and new age design," was "very appropriate" for the practice of one of the world's most innovative and best-known dermatologists.

Mr. Miller credits his creative team with designing and developing the award-winning sites. He also attributes the quality, in part, to Etna's clients, many of whom seek out the company's services from far and wide. "When a client is as eager to work with us as we are to work with them, the result is a great partnership and an exceptional product."

Founded in 2002 and based in San Luis Obispo, California, Etna Interactive ([etnainteractive.com](#)) is a full-service digital marketing agency with a focus on elective healthcare. They offer Web marketing services to hundreds of the world's most prominent medical device manufacturers, cosmetic and plastic surgeons, dermatologists, cosmetic dentists, bariatric surgeons and medical day spas.

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