

Hickory Marketing Firm Donates New Website to the Women's Resource Center

Written by Australian Business

HICKORY, NC, September 28, 2013 **/24-7PressRelease/** -- The Women's Resource Center in Hickory has a brand new website thanks to the "My Website Stinks" contest sponsored by Hickory's X-Factor Web Marketing.

"When we saw the contest name, we knew it was made just for us, so I entered right away," said Cindy Rose, executive director of the Women's Resource Center. "We knew our site was cluttered and difficult to navigate. We just didn't know what to do about it."

X-Factor ran its "My Website Stinks" competition from May through July 2013. The inbound marketing firm invited entries of commercial websites that "are not visually appealing, are not user-friendly, and do not effectively communicate your message."

When all entries were in, Women's Resource Center won the top prize: a complete website redesign including search engine optimization.

Explaining the purpose of the contest, X-Factor president Woody Stoudemire said, "I am amazed that some businesses settle for inadequate websites. We view the corporate website as the core of a solid inbound marketing program," he added, "visitors are just a click away from moving on to the competition."

Following in-depth discussions with Rose and others from the Women's Resource Center's executive team, X-Factor's designers and marketing experts created a simpler, more streamlined site with larger images and intuitive navigation.

"Our new site flows beautifully," said Rose. "It has a pleasing, feminine feel to it, which will make our visitors comfortable. And it's simple to navigate."

Stoudemire thinks the new site design fits the Women's Resource Center perfectly. "We were happy to contribute our talents to a local non-profit that is making such a positive impact on our community."

The Women's Resource Center offers assistance to women in Alexander, Burke, Caldwell and

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Catawba Counties. The organization's new website can be viewed at <http://www.wrchickory.org>.

X-Factor is currently running the "My Website Stinks" contest for 2014, visit <http://www.MyWebsiteStinks.com> for more details.

X-Factor Web Marketing is a Hickory, NC-based internet marketing firm specializing in web design, search engine optimization, public relations, social media, and internet marketing tactics for businesses worldwide. For more information, visit <http://www.x-factormarketing.com>, or call 828-322-2690.