

HODGSON RUSS WEBSITE WINS 2015 WEBAWARD

Press Release

September 8, 2015

Hodgson Russ's website, hodgsonruss.com, received a 2015 Outstanding Website WebAward from the Web Marketing Association. Since launching in August 2014, hodgsonruss.com has won twelve international awards for excellence in website development.

Each website entered into the competition was evaluated by three or more judges on seven criteria—design, innovation, content, technology, interactivity, copywriting, and ease of use—ultimately earning a score between 0 and 70 points. Entries that received a score of 60 or greater, which the Web Marketing Association considers indicative of a website “above and beyond the standard of excellence,” received the Outstanding Website distinction.

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites. The organization is made up of Internet marketing, online advertising, PR, and top web site design professionals who share an interest in improving the quality of online advertising, Internet marketing, and website promotion.