



AppliedInterfaces

Web sites that work for **you.**

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Applied Interfaces Owner Receives Second Standard of Excellence WebAward

Eau Claire, WI - Applied Interfaces has been honored with a Small Business Standard of Excellence award from the Web Marketing Association for the redesign of the web site for Highland Fitness Centers health clubs (www.highlandfitness.com). Toni Hudzina, owner, Applied Interfaces served as web developer with Bonnie Krahn, Bonnie Krahn Art & Design as designer.

The Web Marketing Association, founded in 1997, set a high standard for websites with their organization consisting of internet marketing, online advertising, PR, and top web site design professionals. In its 12th year, the 2008 Web Marketing Association WebAwards received nominations from more than 47 countries from around the world to be judged on design, innovation, content, technology, interactivity, copywriting and ease of use.

Reviewing the Applied Interfaces submission, one judge commented, "Great website. User-friendly, easy to navigate, thoughtful throughout. Good use of photography and strong homepage. Sweet." Applied Interfaces also received high marks for copy writing and content.

Owned and operated by Toni Hudzina, an Internet professional with over 10 years of experience in building web sites, Applied Interfaces is dedicated to the concept that every business, including small businesses, deserves to have a custom, quality web site. Also a 2008 community service award winner, Hudzina has worked on web sites for non-profit associations, the federal government, health care agencies, and various industries in the private sector. Hudzina received her first "Standard of Excellence Award" as part of the in-house development team for the Association of American Medical Colleges Government Affairs and Advocacy website.

Toni Hudzina believes that the most important thing about a web site is that "it actually works...for you, and your clients." Hudzina went on to explain the Highland Fitness project saying that "at the time of initial development, no traditional dynamic application technology could be used with the Highland Fitness limited hosting account. Because much of the target audience is still using dial-up internet access, the site needed to remain fairly light for fast downloads." Applied Interfaces created a variety of pages that provide expanded information, but eliminate the processing time of a dynamically generated page. Combined with a new, clean graphic design, the client is now frequently complimented on his "easy to use" site and average views have gone from 1,400 per month to approximately 12,000 page views per month.

Those interested in further information regarding Applied Interfaces may contact Toni Hudzina directly at toni@appliedinterfaces.com. Additional information may also be found online at www.appliedinterfaces.com. Applied Interfaces, LLC, 3587 Gateway Drive, #136 Eau Claire, WI 54701, (715) 523-1918.

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(This press release may be found online at: http://www.appliedinterfaces.com/pr_20080916.html)