

## Le Parc Suite Hotel Earns WebAwards and W3 Awards

*Summary: Le Parc Suite Hotel recently received a pair of prestigious awards for its website. The hotel won acclaim in the WebAwards and the W<sup>3</sup> Awards for the site, designed by HeBS Digital in New York City.*

**West Hollywood, CA (PRWEB) – October 15, 2013 – [Le Parc Suite Hotel](#)** recently earned two major industry awards— one at the annual WebAwards and one at the W<sup>3</sup> Awards. The WebAwards celebrate digital innovation, functionality, and creativity in today’s fast evolving age, while the W<sup>3</sup> Awards honor the most creative designers and marketers in web content creation. The hotel’s website earned the pair of awards for its ease-of-use, seamless functionality and intuitive design.

The new site was designed by [HeBS Digital](#), a full-service digital hotel marketing firm based in New York City. The Le Parc Suite Hotel website uses responsive design on the server side (RESS) to enable a dynamic three-screen presence on desktop, tablet, and mobile platforms, as well as the industry’s leading Content Management System, the CMS Premium, which provides innovative website architecture and fast download speeds.

The site showcases the hotel’s all-suite accommodations, onsite amenities, cosmopolitan décor, and West Hollywood’s varied attractions and activities. Le Parc Suite Hotel – tailored for business travel, leisure visits, group stays and meetings – features an array of amenities, features and details, all of which are conveyed in a comprehensive and easy-to-digest manner on the hotel website. The user-friendly design relies on vivid photos and informative copy to guide website visitors toward the booking engine. The site, with its focus on vivid images of the hotel’s spacious all-suite accommodations, has delivered high conversion rates and return on investment since its launch.

“Our award-winning website is a valuable resource for anyone planning travel to West Hollywood,” said Ira Kleinrock, Le Parc’s General Manager. “Vivid, realistic photo galleries, descriptive content and simple, straightforward navigation make reading, evaluating and booking simple.”

The WebAwards are hosted annually by the Web Marketing Association, founded in 1997 to help set a high standard for Internet marketing and development of the best websites on the World Wide Web. Now in its 17th year, the WebAward program is the longest running annual website award competition dedicated to naming the best websites in 96 industries while setting the standard of excellence for all website development. Entries are judged for their design, innovation, content, technology, interactivity, copywriting, and ease of use.

Sanctioned and judged by the International Academy of Visual Arts, the W<sup>3</sup> Awards celebrate innovative web design, video and mobile content, social campaigns, and marketing. Its aim is to honor agencies and companies of all sizes and industries, promoting quality content in an evolving tech world.

### **About Le Parc Suite Hotel:**

The boutique Le Parc Suite Hotel, nestled in the chic neighborhood of West Hollywood, offers 154 stylish suites, each with its own private balcony and access to the Rooftop Skydeck, with heated pool, spa and tennis court. The hotel offers distinct dining at Knoll, meeting space for small events, and an ideal location, just minutes from Sunset and Santa Monica Boulevards, and a variety of shops, restaurants and activities nearby.

**About the WebAwards:**

The annual WebAwards judges companies and individuals for achievement in website development. Thousands of entries are submitted in 96 categories and are scored by industry experts. The Web Marketing Association (WMA) organizes the competition. Learn more at [www.webaward.org](http://www.webaward.org).

**About the W<sup>3</sup> Awards:**

The W<sup>3</sup> Awards celebrates the web's creative innovators, honoring the professionals behind award winning sites, videos and marketing programs. It champions itself as "the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between," giving firms of all sizes the same odds of winning awards. The W<sup>3</sup> is operated and judged by the International Academy of the Visual Arts, an invitation-only group of the industry's most renowned professionals. Learn more at [www.w3award.com](http://www.w3award.com).

**About HeBS Digital:**

Founded in 2001, HeBS Digital is the industry's leading digital technology, full-service hotel digital marketing, website design and direct online channel consulting firm based in New York City ([www.HeBSDigital.com](http://www.HeBSDigital.com)).

HeBS Digital has pioneered many of the best practices in hotel digital marketing, social and mobile marketing, and direct online channel distribution. The firm has won over 250 prestigious industry awards for its digital marketing and website design services, including numerous Adrian Awards, Davey Awards, W3 Awards, WebAwards, Magellan Awards, Summit International Awards, Interactive Media Awards, and IAC Awards.

A diverse client portfolio of top tier major hotel brands, luxury and boutique hotel brands, resorts and casinos, hotel management companies, franchisees and independents, and CVBs are profiting from HeBS Digital's hospitality digital marketing expertise. Contact HeBS Digital's consultants at (212) 752-8186 or [success@hebsdigital.com](mailto:success@hebsdigital.com).

**Contact:**

Barry Podob  
Director of Sales  
Le Parc Suite Hotel  
733 N. West Knoll Dri., West Hollywood, CA 90069  
310-598-1102  
310-859-7812  
[bpodob@leparcsuites.com](mailto:bpodob@leparcsuites.com)  
[www.leparcsuites.com](http://www.leparcsuites.com)