



1900 South Highland Avenue, Suite 200 • Lombard, Illinois 60148
630/627-5200 • Fax: 630/627-5255 • stevens-tate.com • endoradigital.com

Contact: Stevens & Tate
Phone: 630-627-5200

FOR IMMEDIATE RELEASE
December 8, 2008

SHANTY CREEK SEEKS WEBSITE EXPERIENCE

LOMBARD, Ill. (December 8, 2008) – Shanty Creek Resorts in Northern Michigan has again awarded Stevens & Tate with work. This time the renowned resort was looking to improve its web experience that would engage current and potential costumers.

Shanty Creek Resorts offers 72 holes of championship golf, 49 downhill skiing runs, and one of the finest spa resorts in Michigan. With three distinct villages, this renowned four-season resort offers multiple accommodations of warmth and comfort to satisfy all ages for either professional or personal experiences at Shanty Creek.

In October of 2008, Shanty Creek Resorts expressed the need to create a more up-to-date “experience” on their website to match the experience that they create at their resorts. Stevens & Tate, agency of record since 2007, answered their call with in-depth web support.

“Shanty Creek knew it needed to reflect more of it’s brand on the website. Since we developed that brand, they agreed we could do the best job of positioning the website to echo the resorts messaging, which would in turn drive more return visitors to the site,” said Mike Kolin, an Account Supervisor at Stevens & Tate.

With the Website updates now live, there has been an emphasis placed on Search Engine Marketing with a blend of seasonal pay per performance campaigns, and site optimization, link building and directory listings with monthly tracking and reporting.

As the Michigan vacation of your dreams awaits you at Shanty Creek Resorts, the up-to-date web experience awaits you at shantycreek.com.

Stevens & Tate Marketing/Endora Digital Solutions has developed a reputation for advertising excellence and has acquired a diverse client base, specializing in the real estate, senior living, hotel and travel, and food industries. Located just west of Chicago, Stevens & Tate/Endora Digital provides clients with innovative, on-strategy creative, all while providing trackable results. For more information, visit www.stevens-tate.com or call 630-627-5200.