



For immediate release

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## **LifeBLUE Media Sponsors Year 2.0 of their Worst Web site Contest**

[http://www.lifeblue.com/web\\_design\\_contest\\_two](http://www.lifeblue.com/web_design_contest_two)

McKINNEY, Texas — The worst of the web is back. And this year, it's times 2.0

Web design and development firm, lifeBLUE Media, is daring all visitors to register their web sites and cast their votes for the 2nd annual "I Need a New Web Design" contest.

The design team at lifeBLUE will treat the owner of the "worst web site" to a free re-design. Winners are based on the highest daily average of votes to the contest site. Real-time progress for each submission is available daily.

For Year 2.0, lifeBLUE is choosing two winners: one selected by average daily votes and other selected by total votes throughout the contest. Any web site can be a winner up until last day of the contest, Feb. 15, 2009. Web sites that win both contests will receive a \$500 bonus.

Being the worst has its plusses, said Phillip Blackmon, lifeBLUE's director. The free upgrade is a blessing to companies looking to increase their online presence but can't afford it.

"Every edge counts in today's economy," Blackmon said. "Having a good web site is your first line in attracting new business."

No one sets out to design a bad web site, Blackmon said. It usually happens as a result of competing visions that form a mishmash of accessibility, usability and design issues. The best sites encompass a single vision with features that are accessible and easy-to-use, Blackmon said.

The lifeBLUE design team will upgrade the web site's graphics interface as well as the web content. "We re-purpose and re-write the web copy to improve its readability and search optimization," said Blackmon.

### About lifeBLUE

Privately held in McKinney, Texas, lifeBLUE Media is a full-service Internet consulting firm, offering services to small-to-medium sized companies. The firm specializes in web site design, application development, online marketing and web hosting for a number of different industries and online marketing needs. With nearly 10 years of providing online solutions for companies, lifeBLUE's expert team of developers and executives continue to be an innovative force in dynamic web site creation.