



For more information contact:

Jarrold Lyman, Communications Specialist Sr.

503-742-5978 office

503-312-1895 Mobile

Jarrold@MtHoodTerritory.com

Mt. Hood Territory wins “Best Oregon Website” award

Oregon City, Ore. – Oregon’s Mt. Hood Territory, the branded name for Clackamas County Tourism and Cultural Affairs, is adding more hardware to its long list of awards as the marketing organization’s website was just recognized as the Outstanding Oregon Website by Travel Oregon.

The award was given at the annual Governor’s Conference on Tourism, held this year in Bend. Mt. Hood Territory won the award for its “content-driven website redesign.” In a few short months, the site changes resulted in nearly 2,400 more unique visitors to partner websites versus the same time period last year. Driving traffic to partner websites is a primary performance measure Mt. Hood Territory uses when it comes to measuring successful web traffic.

The redesign process was carefully planned and overseen by Mt. Hood Territory web master Daniel Gering, whose goal was to design with the realities of the modern website user in mind.

“Key to online success is understanding our visitor and their behavior. With that knowledge we first focused on the Mobile experience and provided tools that will help the mobile visitor to rapidly find what they are looking for. Whether it was iconography, filters that help the user to utilize the maps, or just simplifying the navigation, we redesigned with the mobile user first,” he said.

“Another focus for us was to deliver quality copy and content that inspired the user to look further into the website. We found that if a visitor was looking for something hiking related, they could be inspired by other offerings that would relate to the hiking experience, including a wide variety of activities, lodging, and dining experiences.”

Users can see the redesigned site for themselves at www.MtHoodTerritory.com.

About Oregon’s Mt. Hood Territory: Please visit us at: www.mthoodterritory.com. Clackamas County Tourism & Cultural Affairs (branded “Oregon’s Mt. Hood Territory”), is dedicated to economic development through visitor spending, and is funded by transient room taxes from area lodging facilities and campgrounds. Clackamas County is a contributing partner in enhancing Oregon’s quality of life by strengthening the economic impacts of the state’s \$11.8 billion tourism industry.