



**HAMPTONBATES**  
public relations

**FOR IMMEDIATE RELEASE**

**CONTACT:** Jacqueline Knight  
VP, Marketing  
603-570-4816 or  
Jacqui@hamptonbates.com

## **WORLD'S ONLY SOFTWARE THAT HELPS WEBSITES LOOK AND PERFORM BETTER**

**Boston, MA** – Public Relations powerhouse, Hampton Bates Public Relations expands into the app development world by announcing the worldwide release of their Web-Impac visual website evaluator (<http://webimpac.com>). Co-founders, Sylvia Hampton and her brother, Eric Robinson, have developed the world's first and only website application that combines traditional metrics with a voting system that not only allows website visitors to rate the site but also gives site owners the ability to measure the visual appeal and usability of their sites.

"We are thrilled to have brought together a talented team of technical engineers, designers, business development specialists and pr and marketing experts to launch and expand this new product." Said Hampton. "First impressions count and Web-Impac is the tool that can help businesses improve their customer's online experience."

### **Performance**

Web-Impac is a powerful measurement and analysis application that will help business owners take complete control of their customer's online experience. Their patent-pending [Star Points Button](#) prompts a website visitor to vote on various aspects that make a website appealing and easy to navigate. The button can also be used to rate services and products offered on the website. The data is then processed through their innovative [Star Points Rating System](#) and sent to a private dashboard. From there, website owners can evaluate the information and use it to improve their pages, products or services.

## **Prices and Availability**

The Web-Impac Star Points Button is now available at <http://webimpac.com> at prices ranging from \$20 per month for the Simple Start Edition to \$150.00 a month for a company requiring more robust analytics. They will also offer affordable private consultation and services in marketing, branding and public relations for small businesses that might not be able to afford the costly professional services.

“This measurement tool is the first of several online products we will be releasing this year,” says Robinson. “We have some very exciting offerings coming out this year.”

## **About Hampton Bates**

Hampton Bates is a top rated, internationally known, boutique PR agency with a reputation for handling exclusive accounts with some of the world’s largest organizations including World Bank and Harvard University. Under the leadership of CEO, Sylvia Hampton, whose expertise in fundraising as well as her capacity for accurately pairing venture capitalists with innovative, successful new projects and businesses has given her a unique insight into what it takes to move any project from idea to startup to success, HB has offices in Portsmouth, NH, Atlanta, GA, New York City and Los Angeles and enjoys a stellar reputation with businesses, chambers and entrepreneurs up and down the New England coast, Los Angeles.

To learn more about product launch activities, additional products or to book an interview, contact Jacqueline Knight at 603-570-4816, [jacqui@webimpac.com](mailto:jacqui@webimpac.com) or visit the website at:

<http://webimpac.com> Not sure why you need Visual Impac? Watch this  **Web-Impac VIDEO**

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