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Guidance Wins WebAward

Award Given for Retail eCommerce Website

MARINA DEL REY, Calif. (October 21, 2014) – Guidance, a web and mobile eCommerce design and development agency trusted by *Internet Retailer* Top 500 companies, announced today that it has won a 2014 WebAward. Guidance was recognized for the www.silverjeans.com eCommerce site for Silver Jeans, the must-have designer denim brand for those who demand a perfect fit from their jeans.

The WebAwards is the standards-defining competition that sets industry benchmarks for the best web sites based on the seven criteria of a successful website: Design, Content, Copywriting, Use of Technology, Innovation, Interactivity, and Ease of Use.

“In fashion eCommerce, Instagram is a very powerful tool to extend brand reach and convert customers. I believe our integration of Instagram UGC into the SilverJeans.com site is one of many reasons why we won the Retail Standard of Excellence from the WebAwards,” said Jason Meugniot, CEO of Guidance.

To extend brand reach and gain exposure in social networks, Guidance integrated consumer Instagram content into www.silverjeans.com home page and relevant PDPs. This unique feature has increased customer engagement and created brand ambassadors alike.

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites on the World Wide Web.

About Guidance

Guidance designs, builds and hosts highly customized eCommerce solutions for today's leading retailers. Since 1993, national retailers and consumer product manufacturers alike have relied on Guidance's expertise to facilitate more than \$3 billion in web, mobile and social eCommerce.

Brands such as The Coffee Bean & Tea Leaf, Foot Locker, Johnny Was, Relax the Back, TOMS Shoes and others, have engaged Guidance to build more than 300 world-class, multi-channel websites and apps that captivate, engage and incite loyalty.

Learn more at <http://www.guidance.com>.

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