

**FOR IMMEDIATE RELEASE**

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**WEB DESIGNERS LAUNCH ONLINE GUIDE TO VACATION INFORMATION**

Lake Kabetogama, August 6 -- Northern Sky Designs, LLC of Geneva, Illinois has recently launched a new website designed to help promote and market resort businesses and vacation destinations. The site, [www.OnTheLake.net](http://www.OnTheLake.net) is an Internet Directory dedicated to helping families find the right place to vacation, and offering a wealth of other information on everything from area attractions to weather reports and all things related to activities on and around lakes and water.

In a market with an ever-increasing number of web designers from which to choose, Northern Sky Designs has held its own, continuing to maintain a competitive pricing structure and a well-defined niche, designing web sites for small businesses. Marketing Director Richard Ross states: "We want everyone, not just the big corporate guys, to be able to compete in a global market."

Northern Sky Designs has developed and continues to host a similar site which is now approaching 50,000 hits per month. Having worked for a "dot-com" company that perished in the tech crash of last year, owner/webmaster Yvonne Carpenter knows what it takes to get noticed on the 'net. "If no one can find you on the Internet, it doesn't matter how good a web site you have. I personally register each of our clients with over 50 search engines."

On The Lake is designed, owned and maintained by Northern Sky Designs, LLC, a small company in business now for just over three years. Northern Sky Designs has also created [OnTheFox.com](http://OnTheFox.com), an Internet directory showcasing the shops, restaurants and businesses of the Fox River Valley in northern Illinois. Northern Sky promises professional, dependable, reliable and prompt service in web design, Internet advertising, presentation design, desktop publishing and consulting. View their portfolio of clients at [www.northernskydesigns.com](http://www.northernskydesigns.com). -- end --