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## **C LAZY U, COLORADO'S ORIGINAL LUXURY GUEST RANCH, LAUNCHES NEW WEBSITE**

**DENVER, Colo. – June 27, 2013** – Today, [C Lazy U](http://www.clazyu.com), Colorado's premier luxury guest ranch getaway, announces the launch of its new, more user-friendly website.

The website, created by web designer Margaret Pickard, includes a new, more visually-appealing design; "hot buttons," directing guests to popular items, and making information easier to find; and a new hosting platform that allows for easier updating, optimal integration into current web browsing systems, and allows visitors the capability to subscribe to updates, in order to receive timely content from the Ranch.

"From a design perspective, we opted to keep the overall look and feel of C Lazy U's previous website," said Pickard. "However, we modernized the user interface and back-end technology, and made it slightly more sleek and cohesive."

Additionally, with the launch of the new site, the Ranch is also introducing mobile-friendly templates for those browsing the site on smartphones and tablet devices. Search Engine Optimization (SEO) and Pay-Per-Click advertising will also be increased.

"Although C Lazy U itself has been in existence for nearly a century, and we encourage our guests to disconnect and enjoy the Ranch's beautiful surroundings when they're with us, we realize the importance of ensuring that we're also utilizing the most up-to-date systems and technology when it comes to our web presence," said Brady Johnson, director of sales and marketing at C Lazy U. "We're excited to launch the new site, and think our current – and prospective – guests will enjoy its design and features."

### **About C Lazy U**

Known for its "Five Spur Service," C Lazy U is Colorado's premier luxury guest ranch getaway. Located in Grand County and easily accessible from Denver, C Lazy U is one of the few remaining places where guests can experience a vacation far from the stresses of everyday life and filled with the rich traditions of the American West. C Lazy U features a collection of 38 rustically-elegant cabin accommodations, fine dining, a full-service "Lazy U" spa, and 8,500 acres of adventure. Limitless family activities include horseback riding, a second-to-none children's program, swimming, tennis, bicycling, hiking, fishing, hunting, yoga, a zip line and ropes course, trap shooting, archery, Snowcat excursions and skiing, sledding, snow tubing, ice hockey and skating on a Zamboni-groomed pond, snowmobiling, snowshoeing, cross-country skiing and more. For those who visit C Lazy U and never want to leave, private ownership opportunities are also available. For additional information, visit [www.clazyu.com](http://www.clazyu.com), or call (970) 887-3344.

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