



Green Culture Singapore A Hitwise Online Performance Award Winner!

Lifestyle - House and Garden category for 2007

Green Culture Singapore Feature Article for April 2008

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Green Culture Singapore (GCS) was announced as the #1 website in the Lifestyle - House and Garden category for 2007, in the latest Hitwise Online Performance Awards program. The annual Hitwise Online Performance Awards recognises excellence in online performance through public popularity, awarding websites in a variety of industries.

Results of the Hitwise Online Performance Awards are based on the Internet usage of approximately 1.5 million Singapore Internet users visiting over 9,300 Singapore websites, with winners receiving the greatest market share of visits throughout 2007 in their online industry.



Green Culture Singapore - www.greenculturesg.com

Each quarter, Hitwise, the world's leading online competitive intelligence service recognizes the Top Ten websites across each industry we monitor, with a Top Ten award!

From January 2007 to December 2007 www.greenculturesg.com was ranked #1 in the Hitwise Singapore 'Lifestyle - House and Garden' industry based on number of visits.

This ranking relates to Singapore based users visiting Singapore websites.

To register your business to be eligible for the Hitwise Top Ten Award program, [click here](#).

To learn more about how Hitwise Competitive Intelligence can help you plan and report on search marketing and online affiliate campaigns, [click here](#).

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[http://sg.hitwise.com/awards/popup.html?sDomain=www.greenculturesg.com
&iDate=2007&iCatnum=290&Cal=1](http://sg.hitwise.com/awards/popup.html?sDomain=www.greenculturesg.com&iDate=2007&iCatnum=290&Cal=1)

Michael Walmsley, Hitwise General Manager of Competitive Intelligence and Search Marketing Services said, "With the dynamics of online marketing continually evolving, the online success of Green Culture Singapore during 2007 is an incredible achievement. Receiving a Hitwise Online Performance Award acknowledges that it is amongst the most popular websites visited by Singapore Internet users, signifying the strength of their online marketing".

Wilson Wong, Founder and Administrator of Green Culture Singapore, after getting to know his website's win, said, "We are delighted to know that we have clinched the No.1 position for the first time in the House and Garden category since Green Culture Singapore was started almost four years ago."

He expressed his heartfelt gratitude to all Green Culture Singapore members, "We are grateful and must thank all of you for your continual support for Green Culture Singapore. This achievement would not have been possible without you! We will strive to ensure our website and activities are interesting, helpful and provide relevant information that is required by the Singapore gardening community."

Green Culture Singapore would also like to thank its past and present partners, such as the National Parks Board, National Library Board, Straits Times Life!, Singapore Home Concepts Magazine, AsiaOne.com and the Singapore Gardening Society, for helping to spread the word and their support. Our collaboration has been a pleasant and fruitful experience.

About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,400 clients around the world with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers. Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology anonymously captures the online usage, search and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into an easy to use, web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs.

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For up to date analysis of online trends, please visit the Hitwise Intelligence-Analyst Weblogs at <http://weblogs.hitwise.com> and the Hitwise Data Center at www.hitwise.com/datacenter.

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<http://www.greenculturesg.com/forum/index.php?showtopic=11952>

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