

# Lasoo.com.au wins "Best Overall Site" award at the SmartCompany Web Awards



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14 December 2009: Shopping comparison site Lasoo.com.au has taken out one of the top accolades at the inaugural SmartCompany Web Awards, winning "[Best Overall Site](#) (over 20 staff)" amongst some stiff competition.

The awards attracted more than 200 entries from websites around Australia and were judged by a panel of iInternet experts that included Webfirm's Andrew Dalton, ProBlogger Darren Rowse, Deloitte Digital's Peter Williams and Red Balloon's Naomi Simson. Lasoo.com.au beat out finalists Baker's Delight and Beerenberg Farm to claim the award.

Judge Andrew Dalton has high praise for Lasoo.com.au's design and usability. "A wonderfully executed site all round," Dalton says. "The design has impact without clutter and never forgets the importance of browser usability, and the attention to detail with [social marketing](#) should be commended.

"The business concept also appears to be original and timely in this economic climate. Overall this site has plenty to offer across the board."

Some of Australia's top retailers including Dick Smith, Myer, ALDI, Coles, Toys R Us and leading product brands such as Nintendo, Canon, LG, Samsung and Sony can be currently found on Lasoo.com.au.

**Contact Details:** [Lasoo.com.au](http://Lasoo.com.au)

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