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**GoJavaGo reformats their website from average looking to Awesome!**

*GoJavaGo, an upstart website has morphed from an average looking, run of the mill site to one of the best looking Gourmet Coffee purveyors found on the web.*

**/24-7PressRelease/** - DOVER, DE, February 09, 2008 - GoJavaGo, an upstart website featuring premier gourmet coffee, tea, syrups and brewing equipment has reformed its appearance. This site has morphed from an average looking, run of the mill site to one of the best looking Gourmet Coffee purveyors found on the web. It's easy to see that a lot of time and thought went into the revamping process. GoJavaGo features coffees from four different roasters which collectively represent the world's best coffee growing regions. The site offers a tremendous selection of top choice roasts with too many varieties to visit. The new look of the site covers not merely aesthetics but also ease of navigation. With much better categorization and well thought out groupings of product, it's far more inviting than its predecessor. The site's condensing of pages through each line of product allows the user to whisk through the many varieties in roughly half the time previously taken. This is a huge benefit to consumers because they'll get to see more of what GoJavaGo has to offer.

The overall appearance of the new look is clean and professional. The color schemes have been updated to eye pleasing earth tones which are soothing and relaxing. This site is now a joy to navigate through as any frustrations have been eliminated.

The merchandise line, which was never an issue, has been expanded to include professional equipment that is truly restaurant and commercial grade.

GoJavaGo and its creators have truly done a fine job of recognizing executing their customers wishes.

This site is definitely worth visiting even if you're not necessarily in the market for some of the world's best coffee. If you are in the market for Gourmet Coffee, then checking out this site is an absolute must. You won't be disappointed.