

about

creative. progressive. nerdy.

I've been actively involved in online marketing and website promotion since 2005.

My professional experience includes working in both client-side and agency-side marketing positions that have concerned:

- Website Development and Design
- Search Engine Marketing (SEO/SEM)
- Social Media Marketing (SMO/SMM)
- Pay-Per-Click Advertising
- Online Consumer Research and Insight
- Conversion Optimization and Usability Testing

Presently, I work at Hallmark Cards, Inc. as the company's SEO Manager. I provide strategic direction for all aspects of Search Marketing for the Hallmark.com website while directing a talented team of online marketers.

Additionally, I'm a member of the Kansas City Search Engine Marketing Association, the Advertising Club of Kansas City, and the Iowa chapter of the American Marketing Association.

The most enjoyable part of my job comes from simplifying the perceived complexity of internet marketing to the clients and companies that I work with.

I love the "aha!" moments derived by finding new and innovative ways to further improve a company's profitability and time resources - while at the same time cutting their costs and giving them improved communications channels about their consumers and their competitors.

work = force x distance. huh?

Being on the tail end of Generation X – I have a natural affinity for "working to live."

When I'm not sitting in front of a computer – I enjoy:

- Macro & closeup photography
- Antiquarian watch and clock making
- Vintage audio and vinyl records
- Science fiction books and movies
- Micro-mechanics and basic engineering
- Finding "totally awesome" mid-century furniture

services. awkward high fives.

Outside of having a life and full-time job – I offer web consulting services to small businesses around Kansas City. These services include:

- Website Building and Redesign
- Social Media Strategy and Viral Marketing
- Search Engine Optimization / Marketing
- Contextual Advertising using Adspace Blocks
- Web Analytics Integration and Conversion Testing

Whether it's working at a Fortune 500 company or a small startup firm – my goals consistently target sustainable growth and profitability from increased consumer attraction through the use of ethical online marketing practices.

problems. perplexity. oh my.

The dynamically changing environment of e-commerce and online promotion continues to greatly impact long-standing business models at an exponential rate.

The Age of Information has challenged brick-and-mortar companies to sustain consumer attraction and retention rates while keeping costs minimal. The advent of online shopping is used every single day by consumers as a price-basis for specialized items.

Buyers now have the ability to quickly gather information about products, which has ultimately led to intensified industrial price competition and smaller profit margins for business owners.

solutions. scaling. streamlining.

Because of the practical dilemma presented above, companies are now embracing a paradigm that is shifting the focus of advertising methodologies from traditional media to new communications channels on the internet.

Why exactly is this? Because online marketing offers both small and large businesses:

- Increasingly low overhead and variable costs
- Real-time behavioral information about consumers
- Upturned efficiency in operational time-cost models
- Inexpensive cost-to-reach ratio on target audiences
- Improved scalability resulting from lower fixed costs

services

website builds and design.

The websites I build are always constructed using a Content Management System (CMS).

These systems are quite effective in terms of allowing non-technical people the ability to easily manage them (maintaining blogs, adding and removing products, images, etc.) once the website has been built.

I also provide day-to-day management services for businesses with quick inventory turnover (taking pictures, listing products, publishing content, etc.)

This document only reflects part of my services. **Website marketing and promotion** is a relatively complex and highly customized discipline. Because of this – I suggest contacting me through phone or email for a separate consultation (free of charge).

terms. contracts. ownership.

When contracting me for website builds or designs, I try to be very clear about what exactly I'm completing, an estimated time-frame for doing so, what my price is for the project, and a scheduling of the payment.

I do not charge any recurring fees except for ongoing costs such as website hosting and domain registration. These are typically under \$10 per month, and can also be officially registered under your name.

I usually work month-to-month, and prefer not to be under contract for over 180 days at a time – but given the level of involvement you need - this is always variable.

My normal terms require a **40% payment on start**, and the remaining **60% payment on complete** (including training).

Once a website has been built and approved, you are in **full ownership** of everything on the website – including any content, graphics, pictures, and HTML code. Though I can still provide **ongoing website management** – it will be entirely yours.

In the unlikely event that we have bugs or breaks in the code during the post-build phase – I'm always happy to fix them at **no additional charge**.

pricing. models. numbers.

I generally offer 2 different pricing structures* for my services. Each structure has benefits depending on the nature and scope of the work involved:

- Billing by the Hour
- Billing by the Project

Hourly Billing

I charge \$55.00 per hour, billed in 15 minute increments. This is a cost effective approach for small website redesign work, graphic design, and logo creation. Most of these services don't require more than ~4 hours to complete.

Project Billing and Flat Bid Rates

Depending on the desired level of complexity and functionality, my project rates can range between \$300 to \$3,500. I prefer flat bidding for new website builds due to the often uncertainty of time required.

Small Builds (\$300 - \$500) will always include:

- Stylistically Themed to your Specifications
- 4-6 Pages of Content (home, about, location, etc.)
- Integration of a Contact Form and E-Mail Setup
- Royalty Free Professional Images
- Installation and Setup of Web Analytics Software
- 1-2 hours of Training on How to Use the Website
- Ongoing Technical Support (variable involvement)

Large Builds (\$750-\$1,500) will always include:

- All of the Elements in a Small Website
- Gallery Pages that Browse Product Inventory
- Product Detail Pages (images, price, etc.)
- Product 'Zoom' Capabilities Using Javascript

Advanced Builds (\$1,500 - \$3,500) always include:

- All of the Elements in a Large Website
- Flash or Ajax (if desired)
- Custom Title and Meta Tags for Search Engines
- Content Creation for Search Engine Optimization
- Shopping Cart Capabilities (PayPal Integration)

**This document is a proposal – not a contract. Every job that I do is unique. All prices listed are simply estimates and services available are completely flexible .*

If we have personally spoken about a pricing or service arrangement – than this entire document is superseded by those terms.