

WEB DESIGN SERVICES OVERVIEW AND PLANNING SUPPORT
Included in this document:

Featured Web Projects 1
 SEO. 2
 Marketing Your Website 4
 About Kris Kiler 8
 Testimonials. 9

FEATURED WEB PROJECTS
Samples



www.ms-technology.com



www.slaphappycollection.com



www.trainmanagers.com



www.wbis.biz



www.infosolvetechnology.com



www.tangentknowledge.com

Other sites in my portfolio :

- http://www.kriskiler.com/websitedesign_samples.html



SEO—SEARCH ENGINE OPTIMIZATION

Overview

I focus on analyzing current state of site, position of company, and employing long-term, low-risk strategies to accomplish business objectives. The integrity of content is primary and the major focus is on assisting site owners/managers to integrate a credible SEO strategy into their current marketing plan for desired organic search engine ranking. If needed, paid inclusion strategies are designed and implemented for short-term results and/or longer-term business goals.

Search Engine Optimization (SEO) companies often promise inflated results that end up costing overly-optimistic clients huge amounts of money. Any company promising results in the top 10 among majors search engines (Google, Yahoo, MSN) within thirty to sixty days is often misguided by their belief in their techniques and technology.

Content and Design Integrity Approach

A reliable, and simple, approach is to build a content-rich site—and sometimes multiple sites—for your current and potential customers. This approach should be focused on providing customers with information and/or an experience that will enhance the prospect of them purchasing your products or services. This approach is also long-term focused and integrated with multiple variables within a larger business strategy. An internet strategy that places the burden on placement within search engines can be likened to a business that opens its doors to the public and hopes for foot traffic. It is a necessary component in a larger strategy. Using blogs, opt-in e-mail marketing, bookmarketing strategies, SEM—Search Engine Marketing (i.e.; Google AdWords...etc), network linking, content distribution, rss feeds and other techniques are all important aspects of marketing your website.

SEO Results

I have had the following results for each respective site:

<http://www.cognitiveprocesses.com/>

Targeted Keywords:

- introverted feeling Percentile of search results - 1% (Google position: 1)
- introverted sensing. . . . Percentile of search results - 1% (Google position: 1)
- introverted thinking. . . . Percentile of search results - 1% (Google position: 1)
- introverted intuiting. . . . Percentile of search results - 1% (Google position: 1)
- extraverted feeling Percentile of search results - 1% (Google position: 1)
- extraverted sensing Percentile of search results - 1% (Google position: 1)
- extraverted thinking Percentile of search results - 1% (Google position: 1)
- extraverted intuiting Percentile of search results - 1% (Google position: 1)



<http://www.interstrength.com/>

Targeted Keywords:

- giving feedback Percentile of search results - 1%
- resolving conflict Percentile of search results - 1%
- working remotely. Percentile of search results - 1%
- change and transition Percentile of search results - 1%
- collaborative culture Percentile of search results - 1%
- high performance teams. Percentile of search results - 1%
- inspiring excellence Percentile of search results - 1%

<http://www.juliamallory.com/>

Targeted Keywords:

- communication essentials Percentile of search results - 1%
- presentation essentials Percentile of search results - 1%

SEO ACTION ITEMS

Action: Needs Assessment

Present Status Assessment

- Internet Objectives (see page 4)
- Desired keyword placement
- Expected results

Action: Discussion

Review “present site”

- Review site statistics/results/positioning (Google, Yahoo, MSN)
- Review current content/coding (if any)

Review corporate positioning

- Review company description (mission, vision..etc)
- Review corporate collateral
- Review current marketing plan/strategy (if any)
- Review Sales plan/process/execution



MARKETING YOUR WEBSITE

Here are activities and information to help get you focused so your energy towards the design or redesign is well-placed.

1. Write Focus Statement
2. Create User Profile
3. Marketing Activities

Write Focus Statement

What is the focus of your website? Whether you are part of an organization—big or small, or an individual proprietor, here are some questions to ask yourself;

1. How should the website contribute to the business objectives?
2. How can your website support sales and marketing efforts?
3. Can your website help you differentiate yourself from competitors?
If so, how? If not, why not?
4. What problems can you help people solve with your website?

You may have already created a plan that answers these questions. It is important to review these questions often due to the evolving nature of the Internet. New technologies are introduced often and can be incorporate into your strategy to produce more effective results.



Create User Profile

“Customers attach value to products in proportion to the perceived ability of those products to help solve their problems. Hence a product has meaning only from the viewpoint of the buyer or the ultimate user. All else is derivative. Only the buyer or user can assign value, because value can reside only in the benefits he wants or perceives.”

— Theodore Levitt *The Marketing Imagination* (p77)

Who is going to browse your website? Targeting the profile of your user can be valuable to the marketing process for your website. Some people believe that the entire world is the market. Or others believe that if they identify specifics of the user then they are leaving out huge groups of individuals that may purchase from their website. One thing to remember is that the target customer is not necessarily the entire market for your website.

Think of your entire market as an apple tree. It is an extremely old metaphor, but a good one. Then, consider the fact that not all apples are easy to get to. You don't have a ladder (that would be way to easy) and the ones at the bottom are easy to reach. The ones in the middle are moderate to reach. The one's at the top—difficult to reach. Then consider that at each segment; easy, moderate, difficult; there are multiple variables that define the customer groups within a particular segment.

Your job is to determine, as best you can, the characteristics of the customers in the easy-to-reach segment. These customers will be defined by both psychographic and demographic characteristics.

Psychographic Characteristics

Psychographic characteristics relate to the style and personality of your user such as values, interests, and activities. Questions to ask yourself and write down;

- What beliefs does your user have?
- What values do they hold?
- What activities do they take part?



Demographic Characteristics

Demographic characteristics are those that relate to those things outside of personality or style such as race, age, gender, income, regional location, employment status, education level and so on.

- How old is your user?
- Is race or gender an important factor? If so, determine gender and race of your user.
- Will people in a certain income-bracket be more likely to purchase from your website than others? If so, determine appropriate income bracket.
- Is your website written for people with a college degree or higher?
- Is there a certain employment category that your website may be positioned for? {Lawyer, Doctor, Health Professional, Educator, Politician, Government, Public Services, Military}

Now that you have a picture of your user it is time to define those activities that will most likely attract the user to your website.



Marketing Activities

The following will help you review some strategies to direct traffic to your site:*

Blogging (recommend tool: www.blogger.com)

A blog (short for web log) is a website where entries are written in chronological order and displayed in reverse chronological order.

Social Bookmarking (recommended tool: www.addthis.com)

Social Bookmarking is a way for internet users to store, classify, share and search Internet bookmarks.

Search Marketing (tools: [Adwords](#), [Yahoo](#), [Microsoft](#))

Pay per click advertising uses paid ads on other web properties to drive traffic to a web site. The advertiser bids in an auction based marketplace for search terms to get his customized ads displayed to users on other web properties, which could be the service providers own website (such as a search engine) or websites of partners of the provider. Partner websites could be other search engines or any other website, which is usually referred to as content network.

Social Media Linking

Social media optimization promotes by placing ideas or content within online communities with the hope that they will spread virally. This includes the use of video on websites such as YouTube, community sites such as MySpace or news sites with emphasis on user votes for relevance on sites such as Digg.

E-mail Marketing (recommended tool: [Constant Contact](#))

E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. However, the term is usually used to refer to:

- [Sending e-mails](#) with the purpose of enhancing the relationship of a merchant with its current or old customers and to encourage customer loyalty and repeat business.
- Sending e-mails with the purpose of acquiring new customers or convincing old customers to buy something immediately.
- Adding advertisements in e-mails sent by other companies to their customers.
- E-mails that are being sent on the Internet (E-mail did and does exist outside the Internet, Network E-mail, FIDO etc.)

*Definitions used from Wikipedia.org



ABOUT KRIS KILER

Kris Kiler is an experienced marketing consultant and entrepreneur. He has been designing websites since 1996. He works with clients to help them navigate their success on the Internet through the design of their website, email marketing, Internet products and services, and supporting print collateral.

At age twenty-six, he founded 16types.com, an Internet services and publishing company and was President & CEO for six years. In this capacity, he designed and implemented an e-commerce platform for selling products and training services as well an on-demand application that allows business consultants to manage client information and administer psychological assessments over the Internet. Kris has worked extensively with corporate trainers and management consultants creating custom training programs and to develop and implement successful and innovative corporate training initiatives. He also published more than twenty-seven publications through his company by a variety of writers and collaborators—overseeing everything from acquisition, editing, design, printing, and marketing.

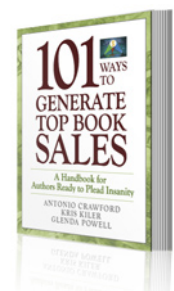
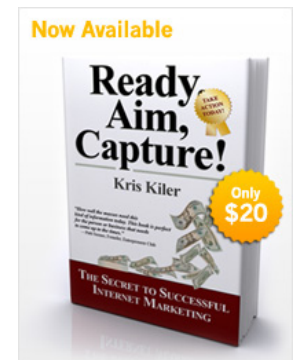
Kris is a Certified Job and Career Transition Coach and is author of [*Ready, Aim, Capture!: The Secret to Successful Internet Marketing*](#) and coauthor of [*101 Ways to Generate Top Book Sales: A Handbook for Authors Ready to Plead Insanity*](#). He cofounded [TrainManagers.com™](#), a company delivering off-the-shelf management success training programs with an emphasis on going beyond the surface and taking participants deeper into what it means to be a successful manager from the inside out.

Kris recently founded [TypeLabs](#), a new company focused on creating, developing and inventing technologies that will lead to a greater understanding of human personality differences. TypeLabs initial product launch is [Typexperience™](#), the first video sharing community for people interested in personality type tests and theories.

Kris has a driving passion for exploring the human psychology, creating new businesses, understanding social systems, designing training resources and marketing new products and services.

TECHNICAL SKILLS SUMMARY

Practical web designer with an emphasis on bottom line results. Solid understanding of HTML, web browser capability across multiple platforms, and layout design and publication. Excellent knowledge of constraints involved in online media design. Highly creative and skilled in understanding and solving end-user functionality issues as well as graphical design concepts. Able to manage web site development processes from functional design concept, including page creation authoring, through successful project completion. Specializes in email marketing that is designed for results and inline coded for all email clients.



WHAT PEOPLE ARE SAYING

"Kris did a superb job creating a fresh, dynamic and clean design for my website. He immediately understood my goals for the site and successfully achieved them. His attitude was always positive, helpful and encouraging. He's creative, listens well, and works fast. I highly recommend his services. I know I'll be working with Kris on all my future projects."

—Larry Stefan, The SlapHappy Collection

"Kris packs quite a punch through his unique blend of marketing savvy, design sensibilities and technical skills. He did a great job for me and backed all the above with fast work and constant communication."

—Siddharth Dangwal, Grandview Home Loans

"This is my first project with Kris. He had the first draft ready one day early and we may launch one week early. Very professional and very skilled. I look forward in seeing the final version." . . .

. . . "Kris did a wonderful job on my site. I was very patient with my requests on multiple changes that I made. He was very professional to work with and made himself available via email and phone. I highly recommend and look forward in working with Kris on future endeavors."

—Joseph Ganoza, techTHINK, Client

"Kris has been everything I hoped for when starting our project. I am not very technical, however, I know what I want and Kris was able to accomplish exactly that for a reasonable price. I would highly recommend Kris to anybody looking for a quality IT solution based upon our experience."

—Rick Pitrowski, Communities of America

"Kris not only has impeccable taste in design and layout but he is also easy to deal with—this is a rare combination in the creative world. Kris' easy approach to business and expert design skills will certainly keep me a client for a long time."

—Brenda Abdilla, President, Management Momentum

"Kris did an excellent job putting together a website with very little info and not a lot of direction. If you're looking for a professional website designer at a reasonable price, Kris deserves a strong consideration!"

—Andrew Simmons, ThoughtFish Media (RoboMosaic)

"Kris did a great job upgrading the image for Workbench Software. He is creative, easy to work with, and delivers. I recommend his services."

—Patrick Harris, President Workbench Software LLC

"Fast work, easy to work with, and creative. We wanted a site that would convey a feeling of professionalism and the results are more than satisfactory."

—Ron Swann, King Edward Ovens

"Kris did a great job. He took my concept and made it better. He's very creative. I feel I hired a real pro. There were no complaints about a few requests I made that were arguably beyond the scope of the deal. Nice guy. Easy to work with."

—Rob Golub, Sell Comics Now

"It has been both a pleasure and a significant benefit to work with Kris. His extensive skills and knowledge in the areas of marketing, publishing, and design; along with his familiarity with the dynamics of business and the challenges of organizational development efforts seem to come together in an energetic, conscientious professionalism that maintains a steady focus on finding as many ways as possible to help his clients. He is also a great facilitator of relationships. Whether its people, organizations, information, or resources; he is always coming up with helpful contacts. Kris Kiler has been an unusually valuable asset to my business."



Mark Hunziker
Wellness Resources
of Vermont



"Kris is a creative force that never ceases to amaze me. His design ideas and ability to take my vision to reality, quickly, always blows my mind. The success I have had with my brand recognition, book and product sales as well as website traffic is a direct result of Kris Kiler's work."



Sarah Michel
CSP Candidate
Past-President of the
National Speakers Association,
Colorado Chapter

