

# Terry Hayes

## SEO Copywriting / SEO Based Web Design Client Portfolio Selections



### Integrated Web Design / Portfolio Objectives:

This Portfolio is intended to illustrate a technical, web based proficiency and demonstrate qualitative excellence and/or expertise in the following areas:

- 1) Expertise with Search Engine Optimization (SEO) Search Engine Marketing (SEM), Web Design, HTML, Dynamic Content, Analytics, CMS, FLASH, Video, Ecommerce/Carts, IT and Networking, Hosts and 3<sup>rd</sup> Party Web App Providers.
- 2) The advanced ability to articulate and present SEO/SEM Based Web Design Concepts for Online Marketing, Online Content Indexing and CMS Applications.
- 3) Project Management Expertise including - Planning, Creative Considerations, Budgeting, Scheduling, Development, Documentation and Vendor Relationship Skills including - Budgeting, Scheduling and Resource Allocation Management.

# Terry Hayes

## Web Producer Client Portfolio Selections

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More Prepared - Regional/National Client - Emergency Survival Kits

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# SEO Based Web Design Architecture = Optimized SE Results

Web Site URL: <http://www.dancecamerawest.org/> - (See Google cache results below)

Search Engine Optimized (SEO) Web Content integrated into page design architecture, content layering from Url and Meta data - throughout page. See Organic Search results for key-phrase samples of multiple SE platforms below - Search results dated 4/24/07

## Meta Tag Content

<title>Film Festival - Dance Camera West Dance Film Festival</title>

<meta name="description" CONTENT="Dance Camera West Film Festival Los Angeles: New, innovative dance for camera and dance media from around the globe. See June schedule details.">

<meta name="keywords" CONTENT="film festival, dance, dance film festival, dance on screen, dance for camera, dance picture, dance film, contemporary dance, art film, dance art">



SEO to Go / Keyword Results -	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web
"dance film" dancecamerawest.org	#2	#6	#5	#2	#5	#5

SEO to Go / Keyword Results -	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web
"dance film festival" dancecamerawest.org	#1	#3	#8	#1	#3	#3

# SEO Copywriting Client Samples

## Organic Key-Phrase Search Engine Result Listings

### Royal Truck Body

SEO Copywriting, copy editing, research, content layering and design revisions.  
 Google cache results and Organic Search results for key-phrase samples from multiple  
 SE platforms below - 4/24/07



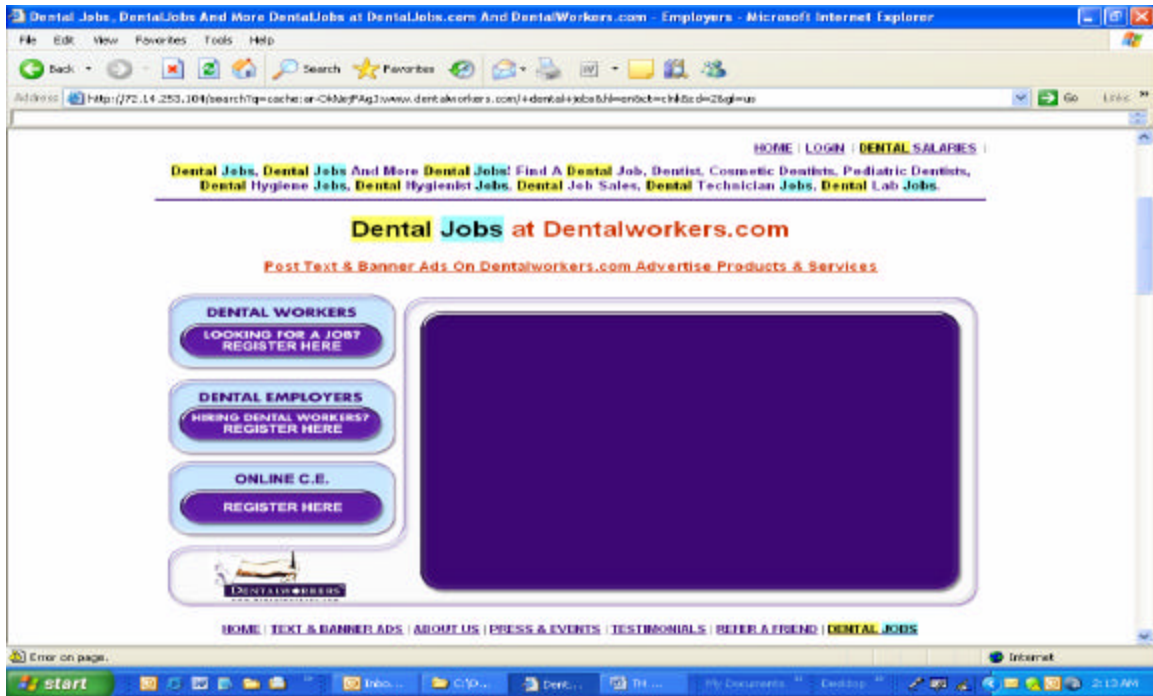
Terry Hayes SEO	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web
"truck body" royaltruckbody.com	#2	#1	#4	#2	#1	#1

	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web
"service body truck" royaltruckbody.com	#1	#1	#1	#1	#1	#1

	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web
"contractor body truck" royaltruckbody.com	#3	#1	#1	#3	#1	#1

## Dental Workers

SEO Copywriting to enhance and extend SEM / PPC campaign - restructured Home Page design/re-design and provided research, content, copy editing for design revisions. Google cache results and Organic Search results for key-phrase samples from multiple SE platforms are listed below - 4/24/07



Terry Hayes SEO	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web
"dental jobs" dentalworkers.com	#2	#1	#4	#2	#1	#1

	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web
"dental technician job" dentalworkers.com	#1	#3	No	#1	#3	#3

	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web
"dental hygienist job" dentalworkers.com	#9	#14	No	#8	#14	#14

	Google	Yahoo! Search	MSN	AOL	Alta Vista	AllThe Web
"dental job sales" dentalworkers.com	#1	#1	#1	#1	#1	#1

## Web Producer / Project Lead:

**Raybeth Inc.  
CAKOON UV Material  
Sun UV Protection Products**

Status: Client referral from Executionists - a Venice, CA based Web Design Firm.

Project Category: Client is wholesale distributor of UV material and retailer of UV umbrellas, UV hats and UV clothing accessories.

Team: Client, Web Producer/SEO Copywriter, HTML designer, Photographer, Admin staff

Responsibilities: Supervised site construction, element integration from design comp to development environment to launch. Provided SEO Copy writing, Content Indexing for Search Marketing metrics and served as overall Art Director/Online Marketing Director for the project.

Project Scope - Branding / Positioning Goals: Re-branding of Raybeth - Corporate parent, CAKOON UV - Wholesale Distribution, Sun UV Protection Products - Retail products online

New domain name selected based on market research for retail online division to position Wholesale and Retail components effectively. Designed web site to provide informational content, optimized for search and allowing for retail users to purchase products online via shopping cart system. Value added - Client will utilize existing site architecture and programming for construction of parallel sister site for wholesale division of company - CAKOON UV Products.

Measurable Results and Performance Metrics: Site is on Dev Server - scheduled for May launch.

### Sun UV Protection Products - Home Page



<http://www.raybeth.com/test/index.html> - development url

## Sun UV Products Page - Products Section

History How We Got Started Sun UV Protection Products Microsoft Internet Explorer

Address: [http://www.raybath.com/test/product\\_catalogue.html](http://www.raybath.com/test/product_catalogue.html)

UV-Brella 40" Arc [Click Here](#)

UV-Easy Open Brella 48" Arc [Click Here](#)

UV-Wind Brella 52" Arc [Click Here](#)

UV-Big Brella 56" Arc [Click Here](#)

UV-Golf Brella 60" Arc [Click Here](#)

**SUN PROTECTIVE UV-HAT SELECTIONS**

start 12:09 AM

## UV Radiation Information Page - About Us Section

UV Radiation Sun and Skin Cancer Protection Information Microsoft Internet Explorer

Address: <http://www.raybath.com/test/uv-radiation-information.html>

between the individual fiber strands the higher the protection.

High UPF Moderate UPF Low UPF

**How are UVR levels reported?**

The World Health Organization (WHO) developed this standardized method for reporting solar UV-Indexes. The UV-Index is designed to provide the public with a numerical indication of the maximum potential solar UVR level during the day - the higher the number the higher the solar UVR hazard. The UV-Index allows for cloud cover and other environmental factors and is used worldwide for reporting UVR levels. UV-Index values are grouped into exposure categories of low, moderate, high, very high and extreme with corresponding color codes. UV-Index values are related to UVR exposure as shown in the table below. By following some simple precautions shown in the table below you can reduce your risk of sun related damage.

UV-Index level	Exposure category	Recommended sun protection precautions	UV-Index color code
2 or less	Low	You can safely stay outdoors with minimal protection.	Green
3 to 5	Moderate	hat, sunscreen, sunglasses, shady area.	Yellow
6 to 7	High	hat, sunscreen, sunglasses, shady area, stay indoors between 10-2pm (1-3pm daylight savings).	Orange
8 to 10	Very High	Stay indoors as much as possible otherwise use all precautions above.	Red
11+	Extreme	Same as for the previous category.	Purple

[Click here](#) for the UV Index in your area.

Done 12:09 AM

## Web Producer / Project Lead:

### Dance Camera West Dance Film Festival - Los Angeles LA Based Non - Profit Dance Film Festival Organization

Status: Client referral from Venice based Art Director who also provided Project Design Comps.

Project Category: Redesign and Re-launch of Non-Profit Dance Film Festival Organization Site.

Team: Client, Art Director, Web Producer/SEO Copywriter, Web Designer, FLASH Designer

Responsibilities: Supervised site construction, element integration from design comp stage of development environment to re-launch. Provided SEO Copywriting, content indexing for Search Marketing metrics - served as Online Creative Director/SE Marketing Director for the project.

Project Scope - Branding / Positioning Goals - Create a design representative of artistic subject matter while reflecting corporate accountability and community values of standards and service.

Strategic Positioning of organization for growth, community support and potential acquisition via Well Organized Content - Information, Event Schedules, Community Partners and Products.

Measurable Results and Performance Metrics: Positive user feedback, 1st page organic search key-phrase results across major search engine platforms - Google, Yahoo, MSM and DVD/Ticket sales/inquiries.

### Dance Camera West - Home Page



<http://www.dancecamerawest.org/index.htm> - site Home Page Url

## Dance DVD's (Dance Movie Page) - DCW Products Section

The screenshot shows the 'Dance Movie' section of the Dance Camera West Film Festival website. The page features a navigation menu on the left with links for Home, About, Schedule & Tickets, Buy Dance DVDs, Submit a Film, Contribute, Become a Member, Archives, Contact, Press, and Community Partners. The main content area is titled 'Dance Movie' and includes a description of the festival's offerings. A featured product is the DVD for the film 'AMELIA', priced at \$29.95. Below the price, there are two 'Buy Now' buttons for US and Int'l orders, with shipping and handling costs listed as \$5 for US and \$10 for Int'l. To the right, there is a 'DCW Festival Promo' section with a video player and a 'Click here to view full video' link. Below the video player are three buttons: 'CONTRIBUTE TO DCW', 'JOIN OUR MAILING LIST', and 'Become a MEMBER'. The browser window shows the address 'http://www.dancecamerawest.org/about/about.htm' and the time '12:00 AM'.

## Community Partners Page - Community Partners Section

The screenshot shows the 'Community Partners' section of the Dance Camera West Film Festival website. The page features the same navigation menu as the previous page. The main content area is titled 'Community Partners' and includes a list of funding sources and charter members. The funding sources listed are: The Annenberg Foundation, Mortimer Levitt Foundation, Lloyd E. Rigler and Laurence E. Deutch Foundation, National Endowment for the Arts, City of Los Angeles Department of Cultural Affairs, and Los Angeles County Arts Commission. The charter members are listed in two columns: Vincent Patterson, Peggy & George DiCaprio, Laura Mulrnan, Leigh Ann Hahn, Chryssa Lightheart, Lotin Lindner, Matthew Goldaby, Dean & Leana Harada, Yidy Josina, Wilma and Leo Herzler, Anita Fere and Richard Komgute, Tamara Dullman, Lyle Pondar and Liat Nona, Larry & Emily Karaszewski, Catherine Koyer, Jackie & Steven Mankarch, Ana Lutz Johnson, Dennis Metthies & Barbara Mindall, Heather Hanson, John N. Hermann, and Al Jacobson. To the right, there is a 'DCW Festival Promo' section with a video player and a 'Click here to view full video' link. Below the video player are three buttons: 'CONTRIBUTE TO DCW', 'JOIN OUR MAILING LIST', and 'Become a MEMBER'. The browser window shows the address 'http://www.dancecamerawest.org/partners.htm' and the time '11:04 PM'.

## Web Producer / Project Lead:

**Sky Web Services - Web Design, Web Marketing, Hosting Services**  
**Sky IT Support**  
**Sky Computer Services**

Status: Tasked to expand company via creation of subsidiary division - providing web design, marketing and hosting services and leveraging pre-existing client base as a marketing platform.

Project Category: Client is IT Networking and Computer Repair services company

Team: Client, Web Producer/SEO Copywriter, Web Designer, Graphic Artist, Admin staff

Responsibilities: Designed Concept, wrote copy and supervised design construction from start through completion. Supervised site construction and element integration from design comp to development environment to launch. Provided SEO Copywriting and content indexing for Search Marketing metrics - served as overall Creative Director/Online Marketing Director for the project.

Project Scope - Branding / Positioning Goals: Branding, positioning LA based Web Design, Marketing and Hosting Company. Create Portfolio site offering info on Services, Content reflecting quality portfolio selections and technicians and outlining competitive advantages and value added for potential clients.

Value added - Client utilized existing site architecture and programming for construction of parallel sister site for the IT Networking division of the company - Sky IT Support.

Measurable Results and Performance Metrics: Site is completed - but has not been optimized.

**Sky Web Services - Home Page** - (Note Inner Navigation Panel is not revealed at Home Page level)



<http://www.skywebservices.com/> - Home Page Url

## Sky Web Services / Hosting SharePoint Page - Hosting Section

The screenshot shows a Microsoft Internet Explorer browser window displaying the Sky Web Services website. The address bar shows <http://www.skywebervices.com/Hosting/SharePoint.asp>. The page features a navigation menu on the left with options like Home, Marketing, Design, and Hosting. The main content area is titled "Unlock the Power of Information Sharing" and promotes "Windows SharePoint Services". Below this, there is a table comparing two service plans: "Sharepoint Services Pro" and "Sharepoint Services Enterprise".

Account Features	Sharepoint Services Pro	Sharepoint Services Enterprise
Monthly Fee	\$34.95/mo.	\$69.95/mo.
No. of User Accounts	40	100
Disk Space	200 MB SQL, 500 MB Web	500 MB SQL, 1.0 GB Web
Full Document Search	Yes	Yes
Monthly Traffic Allowance	10 GB	30 GB
Additional Traffic	\$30/GB/mo.	\$30/GB/mo.
Block of 10 Additional Users	\$2.50/mo.	\$2.50/mo.
Powered by	SQL Server 2000	SQL Server 2000
Own SSL Certificate	Supported	Supported
Operating System	Windows 2003RS 6.0	Windows 2003RS 6.0

At the bottom of the page, there are links for "About Us", "Portfolio", "Site Map", "Contact Us", and "Support". The footer includes "Terms of Service - Privacy Policy - All Rights Reserved © 2003 - 2007 Sky IT Support".

## Sky IT Support / Network Security Page - Network Security Section

The screenshot shows a Microsoft Internet Explorer browser window displaying the Sky IT Support website. The address bar shows <http://www.skyitsupport.com/Security/Overview.asp>. The page features a navigation menu on the left with options like Welcome, Networking Services, Network Security, Business Solutions, and PC, MAC & Printer Services. The main content area is titled "Trust" and asks "Is Your Network Safe from Viruses and Hackers?". It includes a paragraph about the increase in cyber attacks and a list of testimonials from clients.

**Is Your Network Safe from Viruses and Hackers?**

According to a recent research survey, cyber attacks have increased by almost 80 percent over the last two years!

Information Technology (IT) Security should be an ongoing and fundamental consideration in every aspect of your network infrastructure. Proper network configurations can go unnoticed to the untrained eye, which can result in multiple unknown "security vulnerabilities" or breaches in security. Professional security implementation requires a rigorous in-depth analysis with an overall solutions oriented strategy.

Sky Computer Services believes that affordable and effective network security solutions are possible to achieve through a highly skilled technology team. Initially, our specialized network security consultant will sit down with you to analyze your situation and create an outline for a strategic security solution. Our network security consultant will then present options and recommendations based upon your needs. Ultimately, our goal is to deliver to you the most value based and cost effective Network Security Consulting.

**"Professional, knowledgeable and punctual... but most of all, friendly!"**  
Linda Hovort, US Coast Guard

**"We appreciate all of your work and all of your people!"**  
Yusef Alawadhi, Warner Bros. 051 505

**"We really impressed with service. Very friendly & knowledgeable staff!"**  
Amenda Poon, Axon Corp. 0405

**"Dinky & Bruce knew exactly what they were doing. Professional performance & service!"**  
Lama Yalshah, Brody Pennell Heating & Cooling

<http://www.skyitsupport.com/Security/Overview.asp> - (sister site built utilizing parallel architecture)

## **Search Engine Marketing (SEM) and Pay Per Click (PPC) Campaigns**

### **PPC Driven Marketing Campaigns**

PPC may be effectively implemented so as to produce inbound traffic and conversion results rapidly - especially when an internet campaign is time sensitive or schedule bound. PPC can and will produce immediate responses and results on many Search Engines.

The competitiveness of the category in which you decide to compete - and the financial expenditures that are currently being committed by and among the leaders in that category - will dictate the estimated budget that your company must allocate in order to lead the pack in online generated sales volumes, service contracts or lead generation via PPC expenditures.

PPC can be viewed as a rental of virtual space - much like a virtual billboard near a busy intersection. You will get seen by a lot of passersby - who may or may not choose to visit you and who may or may not be interested in your product.

The better you choose your location and marketing message - the more likely you are to succeed with a PPC strategy and campaign. When you stop paying your monthly or annual billboard rental fee (PPC/SEM campaign fee) your ad comes down.

### **MorePrepared.com - Regional/National Client - Measurable Results PPC:**

Tripled - click through rate (CTR) for client while maintaining the same monthly budget expenditure - resulting in increased sales and reduced marketing expenditures as measured on a per sale basis.

### **www.Gittelonthego.com - LA Client - PPC Campaign - Concierge Services:**

#### **New Campaign Set-Up: May 2007**

Set-Up includes Research, Ad Campaign Strategy, Geographic and Demographic Strategy, Bid and Budget Management and PPC Campaign Maintenance. Overall Campaign Strategy will be designed to "integrate" Search Engines, Content Networks and Video Ad Serving Components.

Currently adjusting and monitoring key parameters for PPC/SEM Campaign. Campaign is tailored to metro/regional options, is key-phrase specific, utilizing exact match and broad match options - covering 4 Ad groups with more coming on line soon. Select Content Network Targeted Ads will be added to extend campaign - as Analytics are gathered and applied to maximize CTR performance of initial PPC campaign launch. Video Ad serving (FLASH Ads) will be added soon.

### **Search Consulting, SEO Copywriting and Online Ad Campaign Management Search Engine Optimized Web Design - Internet Marketing/PPC Consulting**

**SEO/SEM work includes budget/estimate, schedule and strategy.**

**SEO/SEM work and web consulting fees are billed at \$60-\$75-\$95/Hr.**

**Additional web design and marketing services are also available as required.**

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