

# Website Design and Online Strategy Hints for Consulting Practices

May 12, 2010

DakotaDiesel™

- In business since 2004
- Specializing in web design, animation and interactive marketing
- Have worked with both Fortune 500 companies and with small to mid size businesses

# Clients Served

---

DakotaDiesel.

Achieve	Chester County	Nintendo
Independence	Hospital	PA Lottery
Adidas	CIT	Paradigm Tax
Agilent Technologies	Dacor	Consultants
Airversent	Driveline Retail	Philabundance
Akcelerant	E*Trade	Philadelphia
Angerwear	Endo Pharmaceuticals	Orchestra
Avidyn Healthcare	Florida Peninsula	QKnow
AWEA	Insurance	SAP
Bentley Systems	GSK	Sanofi-Aventis
Bentley Homes	Ikon	Toys R Us
Bilcare	InfoLogix	University of
Boenning &	La Salle University	Pennsylvania
Scattergood	Mapquest	University of
Butler Bag	Medecision	Washington
BYL Companies	New York Giants	VeriFirst
		Verizon
		Wharton

- **Creative Challenges**

- Name Concepting, Logo Design, Copywriting for Marketing and the overall principles to consider with Web Design & Development.

- **Driving Traffic to your site**

- Search Engine Marketing, Site Side Tracking and the roll of Social Media Outlets

# Creative Challenges

DakotaDiesel™

---

## Name Concepting

### 3 step process

- Step 1: Ideation
  - Brainstorm a list of company and personal **characteristics**, company **deliverables**, **traits**, aspired perception and even **personal interest items**
  - These words and phrases create the foundation for a name by bringing to light the main attributes and deliverables of the company which results in a more meaningful name
  - By listing these words/phrases it will also assist in developing your company profile and even your mission statement.

# Creative Challenges

## Characteristics

Sensitive  
 Credible  
 Compassionate  
 Knowledgeable  
 Trustworthy  
 Sincere  
 Capable  
 Empathetic  
 Experienced  
 Leader  
 Partner  
 Cooperative  
 Coordinator  
 Integrity  
 Personable  
 Flexible  
 Innovative  
 Trusted Friend  
 Arbitrator  
 Confidant  
 Ambassador  
 Well-networked  
 Focused  
 Supportive  
 Fun  
 Open  
 Transparent  
 Casual

## Delivery

Relief Stress  
 Relief Money  
 Hope  
 Peace of Mind  
 Business Re-Engineering  
 Financial Restructuring  
 Reorganization  
 Stakeholder Arbitration  
 Management of Relationships  
 Maximize Value  
 Exploration of Business  
 Viability Assessment  
 Innovative Options  
 Connect to a Network of Experience  
 Formal CEOs  
 Workout Bankers  
 Vendor Managers  
 Assistance in executing short/long term strategies  
 Improved Outflow  
 Crisis Management  
 Debt Reduction  
 Lasting Relationships  
 Corporate Renewal  
 Open Communication

## Vision

I will Sustain a Business  
 I will Maximize Value  
 I will Get Paid  
 My business will grow  
 Get through a crisis  
 I will Regain control  
 I will have Less stress  
 I will achieve Financial stability  
 I will gain access to a wide network of services  
 I will save money  
 I will have a fresh start  
 I will revitalize my business  
 Better business performance  
 Renewed outlook  
 Realize greater value  
 Healthy financial model  
 I will have the support I need to make smarter decisions  
 I will create new opportunities

- **Step 2: Trimming**
  - Select names that have merit based on the company's personality, trademark restrictions and what you think will resonate best with the industry and peers
  - Make sure to have a variety of names to make sure the proper voice is conveyed
- **Step 3: Final Selection**
  - Review names with initial **logo treatments** in sketch form to see how they play



## Logo Design

- Our Process:
  - Review relevant background and industry trends, competitors and previous logo history if applicable
  - Create initial sketches to show a style range including traditional and contemporary along with a modern option
  - Refine sketches into black and white digital comps
  - Client to review and select usually no more than 3 from the list to apply color and version the font treatments and/or icon style
  - Finalize the mark and deliver it in multiple formats for use in 1 color, 2 color, full color, on the web and in print.

# Logo Design- Varo



Notes: Integrated and yet virtual by creating the "V" out of interconnecting dots



Notes: Layers of transparent amorphous shapes show integration and flexibility in a virtual environment



Notes: Intersecting lines start off parallel then cross to show interconnectivity and flexibility



Notes: "V" created by stripe folding over to show flexibility, yet has a solid trustworthy feel



Notes: The "AR" is highlighted here to drive home the core of the service. The simple shapes representing the "V" and "O" show a simple, clean feel



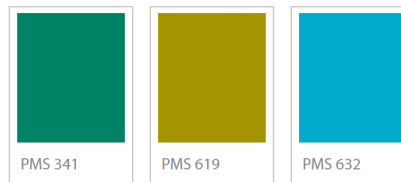
Notes: Futuristic look also shows how VARO solution is part of a whole suite of services

## Color Palette Options



### Option 1: Analogous

Analogous or neighboring combinations emanate from immediately adjacent portions of the color wheel. Analogous combinations carry a very specific psychological message, as one color family and all of its implied meanings become the predominant theme. They are also harmonious because of their close proximity on the wheel and very effective in suggesting a specific color temperature.



### Option 2: Invigorating

To invigorate is to refresh, rejuvenate and restore — the kind of restorative that comes from a brisk, waterborne source like a clear cool blue green lake, the jolt of a dive into an aqua lagoon or perhaps the taste of an ice filled citrusy drink. There is yet another meaning to the word invigorate — that it is health-enhancing and health-producing.

# Logo Design- Varo

Option 1



Option 2



# Logo Design- Varo

---



varo

Virtual Accounts Receivable Outsourcing

# Ann Arbor Initial Sketches





# Creative Challenges

---

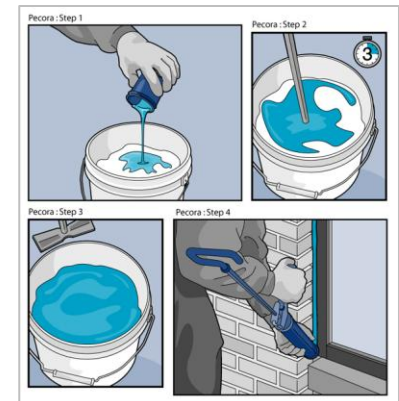
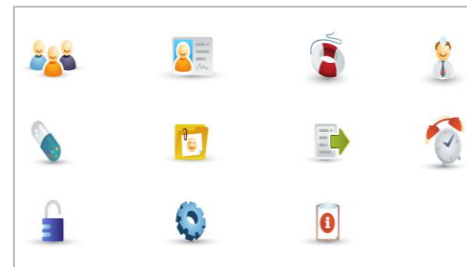
## Copywriting

- The main challenge is keeping the copy for marketing informative yet succinct
- We have an extensive network of copywriters that we match with each prospective client from web to print collateral to perform these tasks
- In addition to being clear and compact, developing copy that is optimized for search engines is a critical need
- We also massage current content by adding keywords, reorganizing and redistributing the content throughout the site for a better user experience and a deep SEO equity

# Creative Challenges

## Illustration

- Develop custom illustrations and/or animations to show how product works and to categorize content easier
- Develop icons for use on the web or mobile devices
- Simplify a complicated story (either service oriented or a MOA for Pharma or Chemical)





- 
- Brainstorm & Consult by reviewing available web analytics, current competitive climate and industry trends
  - Develop an initial sitemap and technology outline
  - Create a set of wireframes to identify page hierarchy and further define functionality
  - Write and gather content for entire site, layer in keywords and recommended internal and external linking strategy
  - Create multiple design options of the home and interior page(s) as needed based on wireframe and sitemap flow
  - Build out site, backend functionality, sync external resources and implement tags and tracking analytics
  - Test site and go Live



Data Protection & Data Recovery for Virtual Machines  
Trusted by thousands of enterprises worldwide

Contact Sales: 1 866.296.1506

International: +1 973.288.7000



## The Future of VMware Backup Announcing esXpress 3.6 with support for VMware vSphere 4

- Source-Side Global De-Duplication Across Entire ESX Farm
- Multi-user Instant File Level Restore
- High Performance - up to 16 backup streams per ESX host
- Built-in Incremental Replication
- Cost Effective licensing per host with unlimited sockets/cores

[Download Trial](#)

[Buy Now](#)

[Request Live Demo](#)

[Learn More About esXpress](#) [1](#) [2](#) [3](#)

### esXpress 3.6 VMware Backup

esXpress has revolutionized VMware backup and VMware data protection by using the virtual environment itself to perform the backup in less time at lower cost.



- » Autonomous, fault-tolerant backup and restoration of virtual environments
- » Scales across an entire virtual infrastructure
- » No additional hardware or software required

[Learn More](#) ▶

[Download Now](#)

### Free VMware Utilities

- Patch Downloader 6.01**  
Patch Downloader automates the process of
- KS QuickConfig 1.3.0**  
QuickConfig reduces the time it takes to deploy and
- SnapHunter 0.5.3**  
SnapHunter reports on the VMware Snapshot
- Virtual SAN 1.0.0**  
The Virtual SAN appliance provides the benefits of

[Learn More](#) ▶

[Download Now](#)

### Award-Winning Backup 2008 & 2009



### Recent Press Releases

28 October 2009

TVAR Solutions Adds PHD Virtual's esXpress to GSA Schedule

23 September 2009

Oxford University Simplifies VMware Data Protection and F

[Virtualization Spotlight](#)



Contact | Site Map

Sales: 866.710.1882 | International: +1 973.288.7000

Purpose built for large virtualized environments

[Solutions](#) [Buy](#) [Utilities](#) [Partners](#) [Support](#) [Resources](#) [Company](#)

## A Citrix Ready solution for virtual backup and recovery.



PHD Virtual Backup for Citrix XenServer® is purpose-built for the growing number of virtualized XenServer environments and is certified Citrix Ready®.

[> learn more](#)

### esXpress 4.0



The unique architecture of esXpress provides our customers with an enterprise-ready product that is purpose built for large virtualization environments.

[Learn More](#)

[Download Now](#)

[Find a Global Reseller](#)

### Free Virtualization Utilities



PHD Virtual is dedicated to solve common problems identified within our community. We do this in part by offering free utilities to help manage your virtual infrastructure.

[Learn More](#)

[Buy Direct](#)

### Media Center

[News & Events](#)

[Virtualization Spotlight](#)

**May 6, 2010**

PHD Virtual Technologies Meets the Need for Fully Integrated Data Protection with PHD Virtual Backup for Citrix XenServer

**March 24, 2010**

PHD Virtual Delivers New esXpress VM Backup Solution Designed for Large Virtualization Environments

**March 10, 2010**

Virtual Machine Backup Leader, PHD Virtual, Names

# Web Design – Adaptation Platform

DakotaDiesel

PHILABUNDANCE



[Home](#) | [Site Map](#)

Search

Driving hunger from our communities.

[ABOUT US](#)

[PRESS ROOM](#)

[PROGRAMS](#)

[EVENTS](#)

[TAKE ACTION NOW](#)

[WHO WE HELP](#)

[MEMBER AGENCIES](#)

[TELL A FRIEND](#)

WHO WE HELP



## SIGN UP FOR FRESH NEWS

A monthly e-newsletter to keep you informed on how Philabundance is fighting hunger in the Delaware Valley.

[Sign Up for Fresh News](#)



1 2 3 4 5

## TAKE ACTION NOW

[DONATE](#)  
Help us in our mission

[HOLD A FOOD DRIVE](#)  
[Learn More](#)

[BE A VOLUNTEER](#)  
[Sign Up Today](#)



You may have seen our trucks in your community. We're the region's largest hunger relief organization. Our mission is to end hunger and malnutrition in the Delaware Valley by acquiring food and distributing it through organizations serving people in need. We've been around since 1984, and have provided food for over 60 million meals!

We welcome you to our site and urge you to get involved in the fight against hunger and malnutrition

FIND US ON:

[Visit Now](#)



FOLLOW US ON:

[Visit Now](#)



Help us quench the

## HEADLINES



April 27, 2010  
[Philabundance's Frozen-Meat Giveaway Draws A Crowd \(Philadelphia Inquirer\)](#)

April 20, 2010  
[Leary Elementary Raised \\$5,043 for Philabundance with the Empty Bowls Event](#)

April 19, 2010  
[Architects, Engineers, Contractors Team up To Construct A City Without Hunger](#)

April 18, 2010  
[Food Pantries Offer Help for Seniors in Need \(Delco Times\)](#)

April 17, 2010  
[Philadelphia-area food pantries short of produce \(Philadelphia Inquirer\)](#)

# Driving Traffic to Your Website

DakotaDiesel™



# Search Engine Marketing

The screenshot shows a search engine interface with a search bar containing 'Chemical Consultants'. Below the search bar, there are navigation links for 'aps', 'News', 'Shopping', 'Gmail', and 'more'. The search results are displayed in a list format. The first result is a sponsored link for 'CCI Chemical Consultants' from ScreenPrintingSupplies.com. The second result is an organic listing for 'Chemical Consultants Inc' with a copyright notice and website link. The third result is an organic listing for 'Chemical Consultants Network' with a description and website link. The fourth result is an organic listing for 'About Chemical Consultants Network' with a description and website link. The fifth result is an organic listing for 'Chemical Consultant - ACC&CE - Consulting Chemists and Chemical ...' with a description and website link. The sixth result is an organic listing for 'Chemical Consultants Information | Business.com' with a description and website link. The seventh result is an organic listing for 'Chemical Consultant' with a description and website link. The eighth result is an organic listing for 'Chemical Consultant & Chemistry Consultant for Chemical Consulting' with a description and website link. On the right side of the search results, there is a 'Sponsored links' section with several results, including 'Chemical consultants', 'Chemicals Consultants', 'Protiviti Risk Consulting', 'Screen Printing Chemicals', and 'Chemical Consultants'. A red box highlights the sponsored links section, and a blue box highlights the organic listings section.

Tools Help

Search

Search

Chemical Consultants

About 1,200,000 results (0.31 seconds)

Advanced search

**CCI Chemical Consultants** Sponsored link  
ScreenPrintingSupplies.com/CCI Screen Printing industry Supplies and Equipment. Shipped Fast.

**Chemical consultants** Sponsored links  
Find **Chemical** Industry Experts for Phone Consults or Project Work  
Zintro.com/Chemical+consultants

**Chemicals Consultants** Sponsored links  
Find Mfrs. Of **Chemicals Consultants** w/ Low Prices & Online Quotes.  
www.business.com

**Protiviti Risk Consulting** Sponsored links  
Risk Management **Consultants** for the Materials & **Chemicals** Industry.  
www.Protiviti.com

**Screen Printing Chemicals** Sponsored links  
Franmar & **Chemical Consultants**  
Free shipping over \$350.00  
www.beckmar.com

**Chemical Consultants** Sponsored links  
Free Expert Witness Directory  
Find experts and **consultants** now.  
www.romingerlegal.com

**Chemical Consultants Inc**   
Copyright © 2010 **Chemical Consultants** Inc. All Rights Reserved. Web Design by Ekko Media Group. Privacy Policy | Terms of Use | Links.  
www.ccidom.com/ - Cached - Similar

**Chemical Consultants Network**   
**Chemical Consultants** Network: a non-profit organization the purpose to enhance its members' opportunities to use their professional expertise as ...  
www.chemconsultants.org/ - Cached - Similar

**About Chemical Consultants Network**   
The History and Mission of the **Chemical Consultants** Network.  
www.chemconsultants.org/about.html - Cached - Similar  
[Show more results from www.chemconsultants.org](#)

**Chemical Consultant - ACC&CE - Consulting Chemists and Chemical ...**   
Association of Consulting Chemists & Chemical Engineers is a non-profit organization serving its **chemical consultant** members and prospective clients.  
www.chemconsult.org/ - Cached - Similar

**Chemical Consultants Information | Business.com**   
Advisers and **consultants** to the chemicals industry.  
www.business.com > Directory > Chemicals - Cached - Similar

**Chemical Consultant**   
Prior to entering **consulting**, Dr. Wallace Pippin has had 36 years of diversified corporate background in the **chemical** industry with Air Products and ...  
[Show map of 201 Royal View Dr, West Chester, PA 19382](#)  
www.angelfire.com/pa3/pippin/ - Cached - Similar

**Chemical Consultant & Chemistry Consultant for Chemical Consulting**

Organic Listing

Paid Listing

## What the User Sees:



**CCN**

### Chemical Consultants Network

Jointly supported by [AIChE](#) AND [ACS](#)

Directory of Consultants | Meetings | Application to Join | Resources for Consultants | About

The Chemical Consultants Network (CCN) is a non-profit organization of 500 chemists and Chemical Engineers who work as consultants. We hold monthly meetings on topics of interest to consultants and inform potential clients about our areas of expertise through this web site. CCN is a topical group of the Philadelphia Section of the American Chemical Society and is supported by the National AIChE.

#### Looking for a Consultant?

**Search for a Consultant by Keywords/Phrases**

WWW  [www.chemconsultants.org](http://www.chemconsultants.org)

**Search on Area of Expertise**

Select Area of Expertise

Expertise of consultants currently in database.

Search **\*Directory of Consultants\*** for a List of Names along with Linked Resumes.  
Search **\*Resources for Consultants\*** For a List of Presentations from Speakers at Past Meetings

**Next Chemical Consultants Meeting**  
Wednesday, May 12, 2010



## What the Engine Sees:

```
http://www.chemconsultants.org/ - Original Source
File Edit Format
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
2 "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
3 <html>
4 <head>
5 <title>Chemical Consultants Network </title>
6 <!-- This meta name is for Google Webmaster tools -->
7 <meta name="verify-v1" content="teVUROxthDoEi/kl+gOTLVjZOY8s4w7C9sKXAulRm1k=" />
8 <!-- This meta name is for Yahoo! Directory titles or abstracts for URL in web search result:
9 <meta name="robots" content="NOYDIR">
10
11 <meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
12 <meta name="description" content="Chemical Consultants Network: a non-profit organization the purpose to enha
13 expertise as consultants. " />
14 <link rel="stylesheet" media="screen" type="text/css" href="http://www.chemconsultants.org/css/mainext.css" .
15 <script type="text/javascript">
16 // pass variable to field
17 function getValue(obj)
18 {document.ccngoogle.q.value=obj.options[obj.selectedIndex].value}
19 </script>
20 </head>
21 <body>
22 <div id="wrapper">
23 <ul id="ccntitle">
24 <a name="TopPage"></a>
25 <li id="reg"><a href="http://www.chemconsultants.org">Chemical Consultants Network</li>
27 <li id="aicheacs">Jointly supported by <a href="http://www.aiche.org/">AIChE</a> AND .
28 </ul>
29 <div id="navbar">
30 <ul>
31 <!--<li><a href="http://www.chemconsultants.org/index.html">Home</a></li>-->
32 <li><a href="http://www.chemconsultants.org/consultants.html">Directory of Consultants</a></li>
33 <li><a href="http://www.chemconsultants.org/meetings.html">Meetings</a></li>
34 <li><a href="http://www.chemconsultants.org/application.html">Application to Join</a></li>
35 <li><a href="http://www.chemconsultants.org/resources.html">Resources for Consultants </a></li>
36 <li><a href="http://www.chemconsultants.org/about.html">About</a></li>
37 </ul>
38 </div> <!--navbar-->
39
40 <div class="maincontenthome">
41 <div id="ccnbanner">
42 <p>The Chemical Consultants Network (CCN) is a non-profit organization of 500 chemists and Ch
43 We hold monthly meetings on topics of interest to consultants and inform potential clients ab
```

## Social Media

- Social media is trendy, but not always useful. The challenge is figuring out what you want to get out of these applications
- Once applied, these channel must be nurtured or they become irrelevant quickly



## Site Intelligence

- Free, Useful tools are available to provide insight into how the users and navigating and accessing your site
- This will help inform future site content, marketing dollar allocation and possible message alteration



Thank You

DakotaDiesel™