

To: Tom Wise, Great Here Creative
From: Megan Schwartz
Subject: Website Editing
Date: January 5, 2012

Time Log:

January 3, 2012 (*Conference Call*): (37 min)
January 5, 2012 (*Work*): 1:30PM - 6:55PM – (5 hrs & 25 min)
January 10, 2012 (*Work*): 4:30PM - 8:10PM – (3 hrs & 40 min)
January 12, 2012 (*Work*): 5:30PM - 8:10PM – (3 hrs & 18 min)

Total Hours: (13 hours)

Great Here Creative – Website Editing

Home Page

Section 1: Tagline and Text

Alternatives for Digital creative simplified....

Digital innovated solutions

Digital creativity, simplified

Simplified digital creativity

Creativity, service & solutions

Creative web specialists

Digital innovations specialists

Innovating digital service

Text beside tagline:

Located in Florence Kentucky, Great Here Creative is a practical company offering reliable services in building an assortment of websites, games, sweepstakes, email newsletters, digital ads, and much more!

Original text:

Located in Florence Kentucky we have experience building websites, games, sweepstakes, email newsletters, digital ads, and more. Contact us for a free consultation to see how we can help with your next project! <<<< (**Note: Moved this to Section 4: Contact Us**)

Section 2: Featured Work

JDS Service Company:

We can design and program websites tailored to your needs. JDS wanted to attract new customers by detailing their website with their areas of expertise and showcasing past projects, that's why we fit their needs by including a gallery and a web-based contact form.

Original Text:

To attract new customers JDS Service Company wanted a website to detail their areas of expertise, and showcase past projects.

We designed and programmed a site tailored to their needs that included a gallery and web-based contact form.

All You Halloween Challenge:

We can create applications. All You magazine requested a Halloween themed application programmed to automatically update with daily polls. This application is fully integrated into their site.

Original Text:

To engage their online readers, All You magazine wanted a Halloween themed application that could automatically update daily with new items for users to vote on.

This application is fully integrated into their site. It stores votes and displays results in real time.

Oak Hills United Methodist Church:

We can simplify your work responsibilities. Oak Hills United Methodist Church needed a simple yet elegant website, so we integrated a web-based content management system for a more user-friendly experience.

Original Text:

To help keep its congregation up to date with the latest church news Oak Hills United Methodist wanted a simple, elegant, website that wouldn't be a burden to maintain.

This site is integrated with a web-based content management system to make updates a breeze.

Section 3

Websites:

No changes necessary.

(Note: I changed the contents of completed sections to "No changes necessary" to remind you that you've already edited it to your website.)

Email Newsletters:

No changes necessary.

Facebook Applications:

No changes necessary.

Section 4: Contact Us

We offer free consultations because we love meeting new people and we want to help. Work inquiries will be answered within 24 hours.

Original text:

We're here to help. Work inquiries will be answered within 24 hours.

Projects

Section 1: Websites

JDS Service Co:

To attract new customers, JDS wanted a website to detail their areas of expertise and showcase past projects.

JDS provides general contracting and facility management services in the Cincinnati area. We collaborated to establish a well rounded web presence that would detail their specialties and attract new customers.

Some of the select features include:

- A web-based contact form
- Animated slideshow
- Showcase of past work

Original Text:

JDS Service Company provides general contracting and facility management services in the Cincinnati area.

We collaborated to establish a web presence that would detail their specialties and attract new customers. The JDS site features a showcase of past work, a web-based contact form, and an animated slideshow.

Motorpool:

Motorpool is a social networking site tailored to the needs of classic car enthusiasts.

Cooperatively, we created compelling matching templates for both their website and email newsletters, while enhancing the site by broadening its communication capacity.

Picture samples above in order from left to right:

- **Home page**
- **Email newsletter**
- **Ask and Answer forum**
- **Ask and Answer page**
- **Forum for new questions**

Original Text:

Motorpool is a social network tailored to the needs of classic car enthusiasts.

We worked with Motorpool to create a compelling template for both their website and email newsletters. Samples above include the home page, an email newsletter, ask and answer listing and detail pages, and a form page where users can submit new questions.

Oak Hills United Methodist Church:

Oak Hills United Methodist Church was looking for a simple and easy to use website to help keep members of their congregation up to date with the latest church news and events.

After considering their request, we established the appropriate tools to satisfy their needs and simplified the administrative responsibilities of the website to be more user-friendly.

Some of the features involved:

- **Integrated web-based content management system**
- **Google calendar**
- **Image viewer**

Original Text:

Oak Hills United Methodist Church was looking for a simple, easy to use website to help keep members of their congregation up to date with the latest church news and events.

This site includes an integrated web-based content management system, Google calendar, and image viewer.

Sunset Smart Homes:

After collaborating with Sunset, we helped by creating a microsite for its Smart Homes promotion on a technologically advanced home that was being built in Palo Alto, California.

Some of the sites features included:

- **A blog with weekly updates to document the progress of the home being built**
- **Showcases for new products in the home**
- **An ‘Ask and Answer’ section that allows users to contact professionals with questions about their own homes**
- **Designed pages specific for their integrated sweepstakes.**

Original Text:

We worked with Sunset to create a microsite for its Smart Homes promotion which centered around a technologically advanced home being built in Palo Alto, California.

Some of the sites features included:

- A blog that was updated weekly with progress of the home being built
- Showcases of new products for the home
- An ask and answer section where users could contact professionals with questions about their own homes.

We also designed pages for an integrated sweepstakes.

All You Crisco Free Sample Program:

All you needed the pages created for their Crisco® free sample giveaway. They needed a promotional page explaining the program, a separate signup page, and a response to giveaway requests.

Due to the limited number of samples available, we also included a counter on the signup page to display the number of samples remaining.

Original Text:

As part of a Crisco® free sample giveaway All You wanted a place where readers could learn about the program, and then enter their contact information.

The signup page included counter to display the number of samples remaining.

MyHomeIdeas Room Makeover Sweepstakes

MyHomeIdeas wanted to actively engage their visitors and showcase seasonal content by running the Room Makeover Sweepstakes with a bi-monthly updated new theme.

We designed the entry process, allowing visitors to vote in a poll related to the bi-monthly theme and then review their selection in comparison to others.

Original Text:

To showcase seasonal content while actively engaging their visitors MyHomeIdeas runs the Room Makeover Sweepstakes which currently updates bi-monthly with a new theme.

As part of the entry process visitors can vote in a poll related to the current theme, then see how their selection compares to the other options in real time.

Section 2: Email Newsletters

Motorpool Newsletter:

(Same as the other.)

Cooking Light Menu Maker Newsletter:

Cooking Light wanted an email newsletter to promote the release of their **Quick and Easy Menu Maker** application.

The newsletter was designed to be clean and organized. They wanted it to be read as easily as possible while still providing detailed information about the application.

Original Text:

Cooking Light wanted an email newsletter to promote the release of their Quick & Easy Menu Maker application.

This newsletter was designed to be clean and easy to read while still providing detailed information about the application.

All You Sweepstakes Newsletter:

In order to keep their visitors up to date on their latest programs, All You wanted a newsletter template that would be visually interesting and easy to update.

Original Text:

In order to keep their visitors up to date on their latest programs All You wanted a newsletter template that would be visually interesting and easy to update.

(Note: Solid wording, missing comma.)

Section 3: Interactive Applications

All You Halloween Challenge:

To engage their online readers, All You magazine wanted a Halloween themed application that automatically updated each day with a new item for users to vote on.

This application is fully integrated into their site and stores votes to display results in real time.

Original Text:

To engage their online readers, All You magazine wanted a Halloween themed application that could automatically update daily with new items for users to vote on.

This application is fully integrated into their site. It stores votes and displays results in real time.

MyRecipes Food Feud Facebook Application:

MyRecipes was another business that desired to engage their Facebook users with up to date applications such as the current ‘share’ option. They requested a daily poll, so we enabled the Food Feud application to update daily with two different items to vote on, followed by a display of real-time vote results.

Summary of included features:

- **Daily poll with two options to vote on**
- **Display of results**
- **Facebook ‘Sharing’ capability**

Original Text:

MyRecipes wanted to engage their Facebook followers with a daily poll. The Food Feud application updates daily with two items to vote on. After voting real-time results are displayed, and the chosen item can be shared with the user's friends

(Note: The wrong website pops up when you click on the ‘Visit Website’ button.)

MyHomeIdeas Style Assistant:

MyHomeIdeas wanted to showcase their diverse assortment of home photography and provide some type of visual or interactive application to entice readers to decorate their homes.

We created the Style Assistant tool to aid these readers with the inspiration to their own home renovations. This tool is a randomized wheel that users can spin to acquire new results. Users have unlimited spins and approximately 500 possible results, all containing an attached article description.

Randomized components of the Style Assistant tool:

- **Style**
- **Color**
- **Room type**

Original Text:

MyHomeIdeas wanted an interactive application that could showcase their diverse assortment of home photography and provide visual way for their readers to find decorating inspiration.

The Style Assistant tool selects a random room type, color, and style then displays a room matching the chosen attributes. The user can then see the full article, or select spin again to select a new room at random.

News

Welcome to Great Here Creative:

T Wise Design seemed suiting when I started this company in the fall of 2008 because it essentially was a one-man operation; but over the years we have been fortunate enough to keep expanding to the point where a name change was in order to reflect the company's growth.

Great Here is an expression of what this company is constantly striving for. For clients this means a friendly, personalized service tailored to your needs. For employees it expresses the hope that this will be an excellent place to work.

I want to give a special thanks to everyone we have had the pleasure of working with thus far. It has been a fantastic journey that I very much look forward to continuing.

-Tom

Original Text:

When I started this company in the Fall of 2008, it was essentially a one-man operation and the name T Wise Design seemed fitting. But over the years we have been fortunate enough to keep expanding to the point where a name change was in order reflect the company's growth.

Great Here is an expression of what this company is constantly striving for. For clients this means friendly, personalized service tailored to your needs. For employees it expresses the hope that this will be an excellent place to work.

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-Tom

(Note: reworded first sentence and included one word in second paragraph. No other edits necessary.)

Update 'News' Section:

Greetings everyone!

As the years have continued to bring us success, we've also grown and evolved as a company, readily presented with each step and eager to reach the next.

With that being said, we're pleased to announce the opportunity to grow has come again and we are now scouting for potential candidates interested in a Web Design Internship.

We're seeking passionate individuals who are just as excited about the work they do as we are. We don't require a resume filled with years of education or job experience, but we do want to see your capabilities.

We believe this is a great opportunity for individuals seeking summer internships because it's a paid position in a professional environment working full time.

If you think you'd be an excellent addition to our team, show us. We prefer with all of our available positions that we receive a portfolio of work samples submitted with the applicant's resume. Please refer to the 'Careers' page for more information on the available position.

We look forward to hearing from you!

Find Us

Great Here Creative is located in Florence Kentucky on the second floor of building 600 (on far right when looking from Houston Road/Kiley Place intersection); across the street from Walmart at the stoplight. Call now at (859) 817-0228 to set up your free appointment!

Original Text:

Great Here Creative is located in Florence Kentucky accross the street from Walmart at the stop light. We are in the second floor of building 600 - the building on the far right when looking from the street. Set up a free appointment to learn how we can help with your next project.

Careers

Section 1: About Us

Working Here

Succeeding from a one-man business to a small company growing with employees, Great Here Creative is a friendly business with a laid back atmosphere.

Success is the reflection of hard work and determination of a passionate employee, and our company is full of them. We value our team because of our shared appreciation for the work we do.

We love meeting new people and taking on new assignments. It's our own way of feeling good about talents we have to offer and helping others in the process.

Our goal is to find like-minded individuals excited to build creative solutions for others in need. We strive on challenges and tackle solutions. We're great – here - creative!

Section 2: Web Design Internship

Summary:

Great Here Creative is now interested in passionate individuals seeking to obtain experience with either:

- Web/Interactive Design
- Web Development (HTML, CSS, JavaScript, Flash, PHP, etc.)

The internship position(s) available are full time and paid.

Qualifications:

Qualifying candidates should display passion for their work and a strong sense of self-motivation to learn and grow in the field.

This position does not require a specific job history or education. To be considered for this position, please include your portfolio of work samples as an attachment in the same email submission containing your resume.

Benefits:

- Earn money and grow in a career oriented environment
- Great chance at a Summer Internship!
- Excellent opportunity to gain experience in a professional environment

Original Text:

Beginning in 2012 Great Here creative will be looking for candidates who wish to gain experience with either:

- Web/Interactive Design
- Web Development (HTML, CSS, Javascript, Flash, PHP, etc.)

This will be a full time paid position.

To be considered for this position just email contact@greathere.com with your resume and work samples.

Section 3: Web Developer

Summary:

Full time web developer position available.

Qualifications:

Great Here Creative is primarily interested in enthusiastic individuals who are passionate about their work and eager to produce high quality material.

This position does not require a specific job history or education. Candidates at all levels of experience will be considered applicable with the submission of a portfolio.

Experience:

Candidates must demonstrate a solid understanding of the following skills:

- Must be familiar with Web Design
- Must be familiar with HTML, CSS, Javascript, and Flash.
- Ideal candidate will have experience with
 - One or more dynamic languages (ex. PHP, ASP)
 - Databases (ex. MySQL)

Original Text:

We are looking for a full time web developer who has experience with:

- HTML
- CSS
- Javascript
- Flash

Though not necessarily a requirement, an ideal candidate may also have experience with one or more of the following:

- One or more dynamic languages (ex. PHP, ASP)
- Databases (ex. MySQL)

This position is open to anyone who can provide relevant work samples and demonstrate a solid understanding of the skills mentioned above. To be considered for this position just email contact@greathere.com with your resume and work samples.

(Bottom of page)

To find out if you qualify for any of these positions, please send your resume and any relevant work samples to contact@greathere.com. Please be sure to include in the subject of your email which position you are seeking.

My Suggestions

User Comments:

It might be helpful to include some kind of section somewhere in the website that allows and accepts comments from past clients about their satisfaction/results of finished projects by Great Here Creative, giving newer clients a place to review the abilities of the company and possibly gain a greater sense of confidence with their choice.

-This is also a great way to grow reputation for the company.

Very true - might be something nice to put on the home page in the Featured Work area down the road.