

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

**Time Log:**  
January 3, 2012 (*Conference Call*): 37 minutes  
January 5, 2012 (*Work*): 5 hours and 25 minutes  
**Total Hours: (6 hours and 2 minutes)**

## Great Here Creative – Website Editing

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### Home Page

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#### *Section 1: Tagline and Text*

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**Digital innovated solutions**  
(Instead of Digital creative simplified.)

**Digital** – to indicate the field of work provided

**Innovated** - to reinforce the genuine creativity that GHC can provide &

**Solutions** - to reassure potential customers that GHC is capable to help them.

(Note: It's smooth and flows more like a sentence too.)

I like this, but would be interested in a couple additional options.

**Text beside tagline:**

Located in Florence Kentucky, Great Here Creative is a **flourishing down to earth** company offering **their reliable experiences** in building an assortment of websites, games, sweepstakes, email newsletters, digital ads, and much more!

I like the sentiment behind "down to earth" - can you think of another way to say that?

Something to the effect of "reliable services" may be better than "reliable experiences"

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*

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In general I think the three of these are starting to get a little more promotional than I would like. Oak Hills is probably the closest to what I would want because it still identifies what the project included at a glance.

The general template for all three should probably be:

- 1 somewhat promotional sentence
- 1 sentence providing some details about the actual work done

### JDS Service Company:

We design and program websites tailored to your needs, ~~offering a more affordable price for the same quality work as other well-known businesses.~~  
Would prefer not to mention price

#### 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.

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### All You Halloween Challenge:

We create applications ~~at your request~~—whether it’s as simple as a crazy Halloween theme or as specific as daily automatic updates with new items to vote on, we dare you to make your request.

#### 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.

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### Oak Hills United Methodist Church:

We can make your job easier just as we did for the Oak Hills United Methodist Church.

- Feel like the wording on this could be simplified

~~At their request~~ we created a simple yet elegant website and 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.

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## Section 3

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### Websites:

Establish a brand new web presence or enhance an existing site with new interactive features.

#### Original Text:

Establish a brand new web **presence** or enhance an existing site with new interactive features.

(Note: Solid wording, one spelling error.)

Great catch - fixed on site.

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### Email Newsletters:

**Improve your customer database with a visually appealing and easy to read email message. This could use another pass. It should be more about being an additional way to connect with users rather than improving the database of customers itself.**

Original Text:

Reach out to your customers with a visually appealing and easy to read email message.

(Note: Changed first few words.)

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### **Facebook Applications:**

**Engage your Facebook users by encouraging them to share content with ~~new~~ a ~~new~~ custom branded application.**

**Like this - changed on site.**

Original Text:

Engage your users on Facebook and encourage them to share content with a custom branded application.

(Note: reworded sentence.)

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### *Section 4: Contact Us*

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**Contact us for a free consultation to see how we can help with your next project! We respect all potential clients and guarantee work inquiries will be answered within 24 hours.**

**Presently in the context of the page "Contact Us" is the blue headline above this sentence - which I would like to keep there. Given that, I'd like to tweak this wording to be a bit less redundant.**

**For the second part - this is a minor thing, but I feel like "respect" and "guarantee" can come off as feeling somewhat heavy. I would like to keep as conversational as possible. So maybe consider things like "we love to meet new people", "no obligation", etc.**

Original text:

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

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### **Projects**

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#### *Section 1: Websites*

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**JDS Service Co:**

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

To attract new customers, JDS ~~Service~~ wanted a website to detail their areas of expertise and showcase past projects. We collaborated to establish a well rounded web presence that would detail their specialties and attract new customers.

**Some of the specifications involved:**

**I feel like the words "specifications involved" aren't quite right. Maybe something closer to "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.

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**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.

**Some of the specifications involved:**

**Unlike JDS - the visual samples for this can be can be a bit more confusing, so I think it would be good to use this area as more of a guide for what the images are. So maybe this wording is more like**

**Samples above include:**

- Home page (this is slide 1)
- Email newsletters (this is slide 2)
- Ask and Answer listing with detailed pages (this is slides 3 and 4)
- Forum for new questions (this is slide 5)

**The items in parentheses are just for your reference - not something I would probably intend to do on screen. If you can think of a better way to communicate what this menu refers to I would certainly be interested on your input.**

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.

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**Oak Hills United Methodist Church:**

Oak Hills...

To help keep its congregation up to date with the latest church news Oak Hills United Methodist Church 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.

**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.

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**Sunset Smart Homes:**

We worked...

**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.

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**All You Crisco Free Sample Program:**

As part...

**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.

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**MyHomeIdeas Room Makeover Sweepstakes**

To showcase...

**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.

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Just FYI because this might be a little confusing... there is only one Motorpool page. The "Website" Motorpool link just loads slide 1 by default while the "Newsletters" Motorpool link loads slide 2 by default.

**Motorpool Newsletter:**

Motorpool...

**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.

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**Cooking Light Menu Maker Newsletter:**

Cooking...

**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.

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**All You Sweepstakes Newsletter:**

In order....

**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.

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*Section 3: Interactive Applications*

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**All You Halloween Challenge:**

To engage...

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.

**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.

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### **MyRecipes Food Feud Facebook Application:**

MyRecipes...

#### **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.)

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### **MyHomeIdeas Style Assistant:**

MyHomeIdeas....

#### **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.

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## **News**

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### **Welcome to Great Here Creative:**

When I started this company...

**Do you plan to include an "About Us" section on your tabs, or do you prefer to keep the "News" section the place that describes how the company has been progressing?**

**-The news section can provide opportunities to disclose any offers, good news promoting the company, and even mentioning the new intern position(s) available.**

Added comments on this below in the "suggestions" section.

#### **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.

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

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## Find Us

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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**. Set up a free appointment now!

**It would probably be best to still include something about the stop light. The confusing thing about my current location is there is an identical looking set of buildings next door, but they are not at a stoplight.**

**Do you want to include your phone contact?**

Call now at ~~(555).555.5555~~ (859) 817-0228 to set up your free appointment!

I like the idea of including this, it can replace "Set up a free appointment now!" above.

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.

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## Careers

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### *Section 1: Web Design Internship*

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#### Summary:

Great Here Creative is now interested in motivated candidates wishing to obtain experience with either:

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

**Are there any minimum requirements?**

Not really. I am primarily interested in is their work samples. Could you write something like "candidates must be passionate about their work and have a portfolio. "

#### **Minimum Requirements:**

- Basic understanding of HTML or photoshop
- Education requirements?

#### Benefits:

Earn money and gain experience. This is a great opportunity for a summer internship! This position is paid and full time.

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](mailto:contact@greathere.com) with your resume and work samples.

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## *Section 2: Web Developer*

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### **Summary:**

Full time web developer position available.

### **Essential Duties and Responsibilities:**

#### **What will they be responsible for?**

- **Responsible for completing assigned work by deadlines**
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### **Experience:**

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)

### **Qualifications:**

Do you want to specify work experience?

(example: Requires 2+ years of relevant work experience.)

Somewhat the same as above...

Could you write something like " must be passionate about their work.... candidates at all levels of experience will be considered with a portfolio."

Work samples are accepted with resume to provide alternative representation of experience and accountability.

### **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](mailto:contact@greathere.com) with your resume and work samples.

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(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](mailto:contact@greathere.com). Please be sure to include in the subject of your email which position you are seeking.

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## My Suggestions

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### 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.

### 'About Us' Section:

If you create an "About Us" section you can also include some kind of mission statement, which people like because it gives them a better feel for the company. The current content in the 'News' Section could be placed here as well.

Good point. I was hoping to have a bit of an "about us" section at the top of the careers page. At the moment I feel potential employees would be most concerned with that anyway.

I would like it to reflect:

- small company
- friendly, laid back atmosphere
- we love what we do
- we want candidates who are passionate about what they do

So that page would be something like:

- Working Here
- Web Design Internship
- Web Developer

### Update 'News' Section:

The news section can provide opportunities to disclose any offers, good news on the reputation of the company (achievements), and even mentioning the new intern position(s) available.

It would be fantastic if you could write a news post promoting the new intern position.