



CLARITY



Executive Team

Chris Reddick, Partner & CEO

Ron Halversen, VP Sales & Mkt

Jeff Widener, Director of Bus Dev

Mike Angstadt, Director of Dev

Tim Heimsoth, eComm Architect

Will Swain, Branding Director



presentation agenda

Clarity

- Overview
- Track Record
- Core Competencies
- Project Management

Areas of Focus

- Website Design & Development
- SEO Expertise
- Full Service Marketing
- Multi-lingual Web Development

Solutions

- Site Upgrade / Refresh
- Samples of Previous Projects
- eCommerce
- Contact Us



about us



- Texas C-Corp
- 7 years of growth at 50–100% per year
- 350+ years of combined experience in IT & Software Development
- Microsoft Partner
 - Independent software vendor
 - Dynamics stack certified
- Dell Partner
- DNN Gold Certified Partner
- No out-sourcing or off-shoring
- Headquarters in Austin, TX



track record



- ✓ Completed over 600 custom web design and development projects
- ✓ Hundreds of clients, including Fortune 500 companies like Walt Disney World and Mettler Toledo
- ✓ Successfully enabled dozens of funded entrepreneurs to launch and grow their businesses: branding, marketing, development and support
- ✓ Long-term relationship-building and repeat clients as a business model

- ✓ Developed multi-platform applications that run on Android, iPhone, iPad and other mobile devices
- ✓ Have generated over 100,000,000 page views in traffic to client sites
- ✓ 200+ point checklist for managing projects
- ✓ Dedicated Project Managers to ensure your project's success
- ✓ eCommerce clients – clients with over 3 million SKUs in production in a single Clarity eCommerce store



core competencies



- ✓ Brand Identity
- ✓ Website Design & Human Factors
- ✓ User Interface & Portfolio Design Landing pages, Galleries, Directories
- ✓ Newsletters, Video, Audio Production
- ✓ Logos, Icons, Graphics, Photo Editing
- ✓ Videos, Demos & Google Maps
- ✓ Print Collateral
 - o Data-sheets, Brochures, White Papers
 - o Catalogs, Merchandise & Specialty
- ✓ Marketing – SEO, Social, Link Building, In/outbound, Blogs, Facebook, Tweets, Conversion Optimization & more

- ✓ ASP.NET, PHP, SQL, MOSS, PostgreSQL, Oracle (DNN, WordPress, Drupal)
- ✓ IIS, HTML5, CSS3, Javascript, jQuery, Angular
- ✓ Integration: Salesforce, J.D. Edwards, E-mail, Dynamics GP/CRM, EDI, NetSuite & more
- ✓ Windows Server, Linux
- ✓ Hosting, E-mail, Domains
- ✓ Localization, eCommerce, Client Portals
- ✓ PPC, Audit, Competitive Keyword Analysis
- ✓ MS Stack: Dynamics Certified GP, CRM, Exchange and Sharepoint
- ✓ Video: Camtasia, Screenflow, Final Cut Studio
- ✓ Graphics: Photoshop, Illustrator, InDesign, more



our management team

CEO



CHRIS REDDICK
Founding Partner
& CEO

VP



RON HALVERSEN
VP Sales &
Marketing

DEV



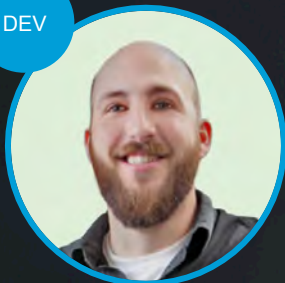
TIM HEIMSOTH
eCommerce
Architect

DIR



MIKE ANGSTADT
Director of
Development

DEV



WILL SWAIN
Director of Branding

SALES



JEFF WIDENER
Director of
Business
Development

HR



KRISTIN WAGNER
Director of
Operations



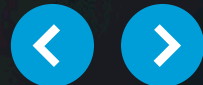
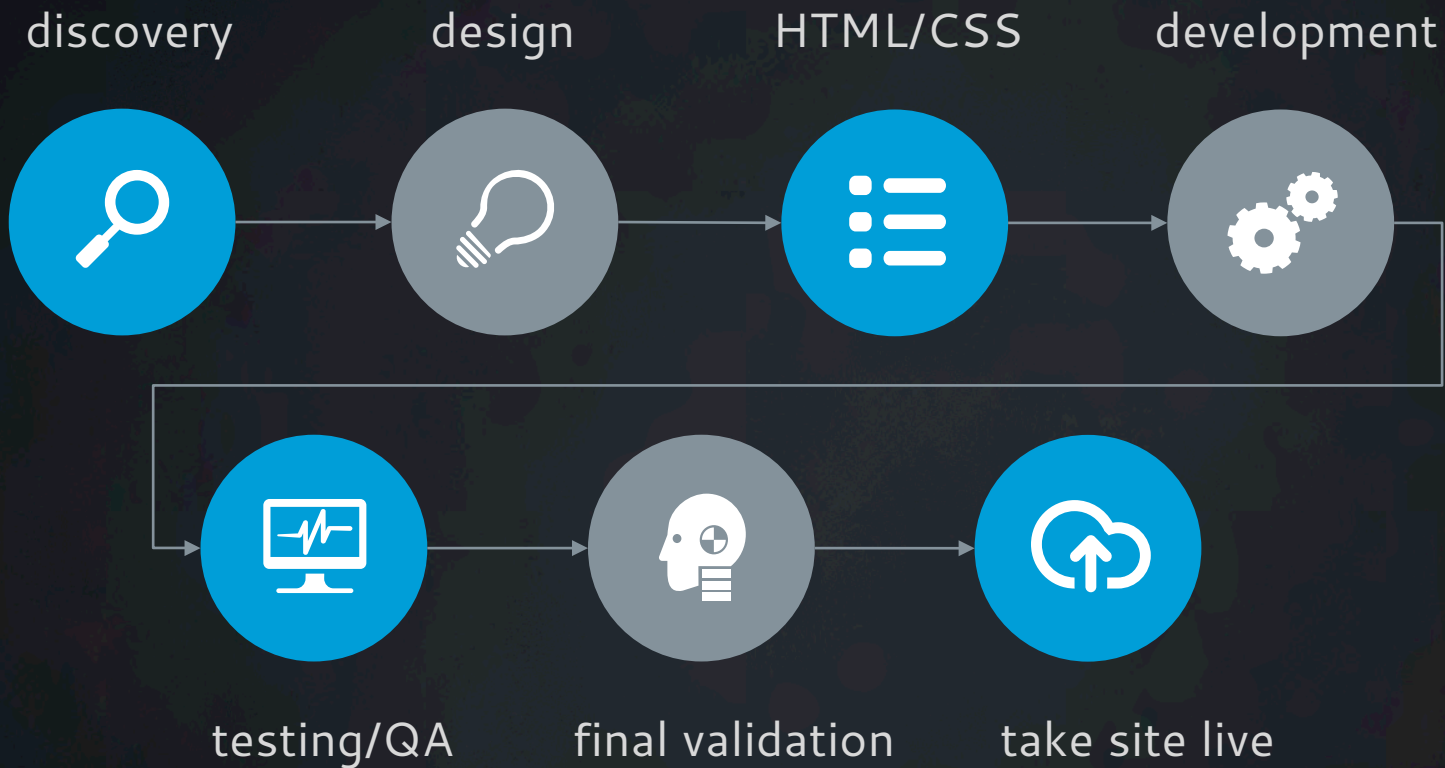
project **lifecycle**

success through execution



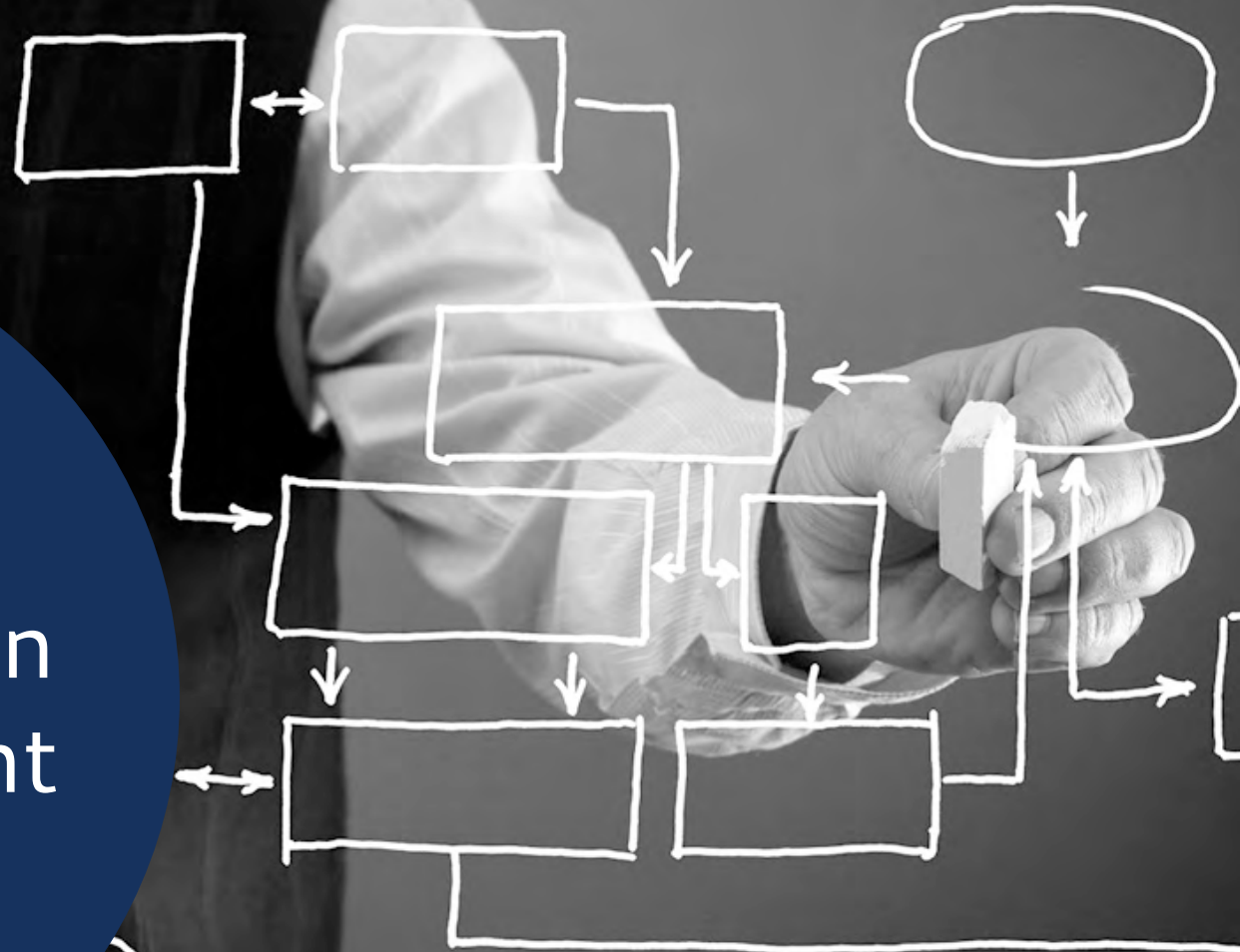
I really appreciate your sensitivity to the timeline for getting these programs reinstated. Greg and I, and the Board, have been very happy with your responsiveness and the work you have done. Thank you!

-Teri Simoneau, Ph.D.



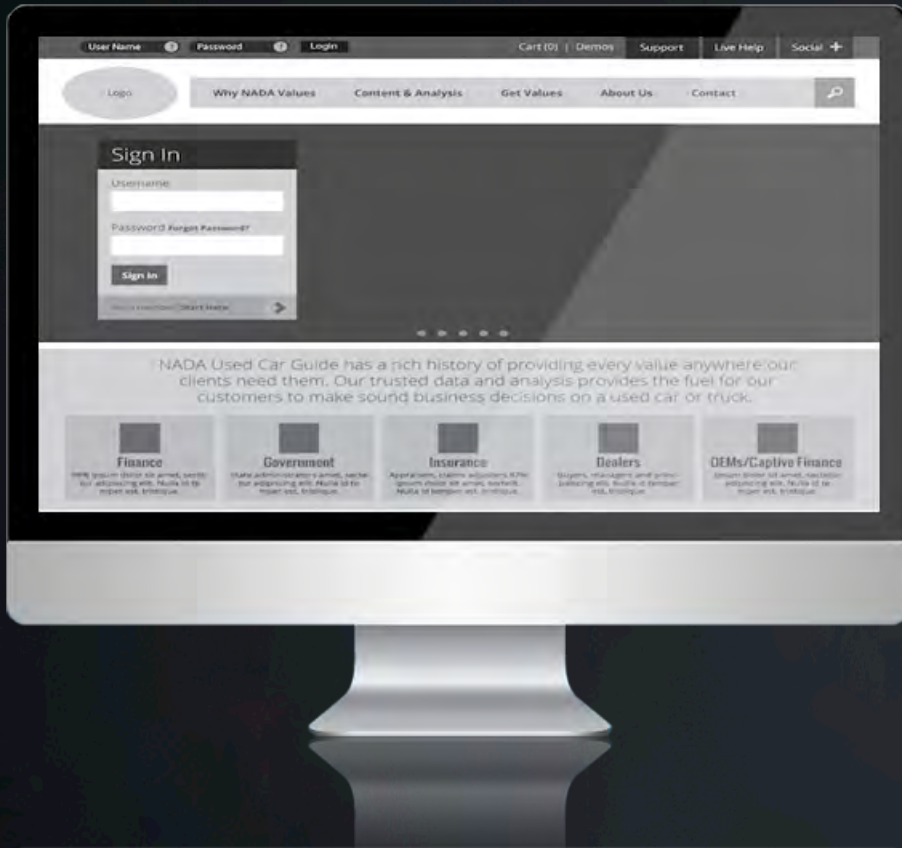


website design
& development



website design & development

wireframes & structure

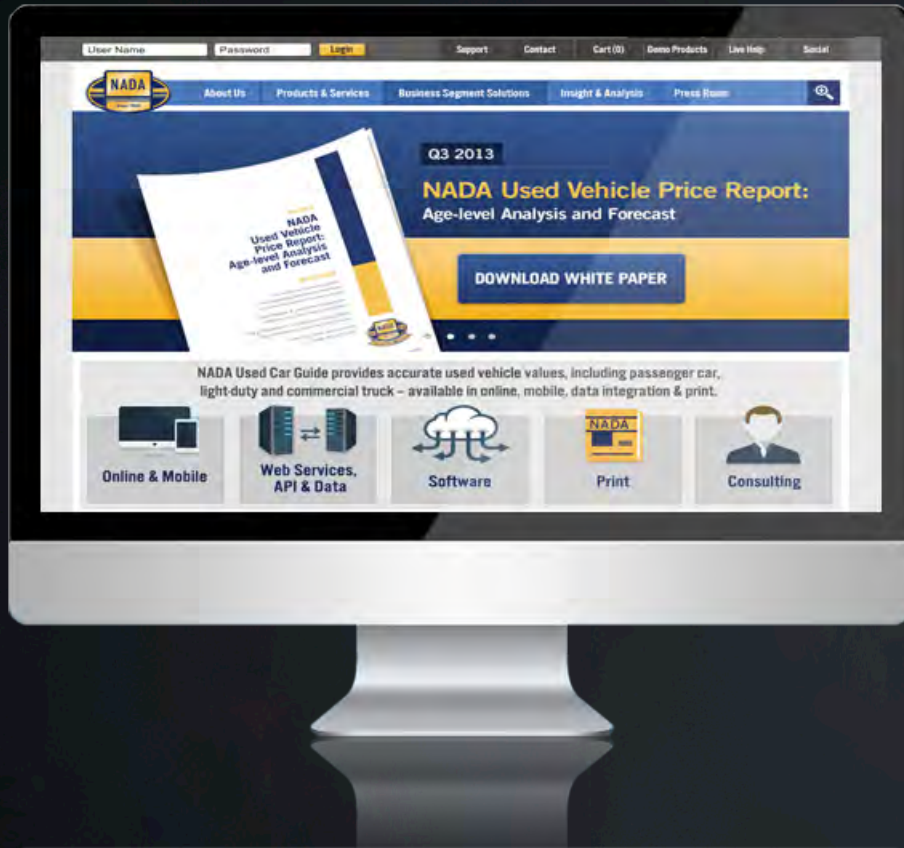


- ✓ A great website, like an impressive building, needs a strong foundation. For this reason we aggressively lead with the structural basis of your website.
- ✓ Prior to tinkering with color and style, we focus on site organization. We help you identify the elements that are essential to a website that will work for you.
- ✓ Finally, we lay out the framework of your homepage. Using this we build the wireframe, or skeleton for your website.
- ✓ After some back-and-forth, we should have a fully realized front page, but bereft of design and style.



website design & development

design

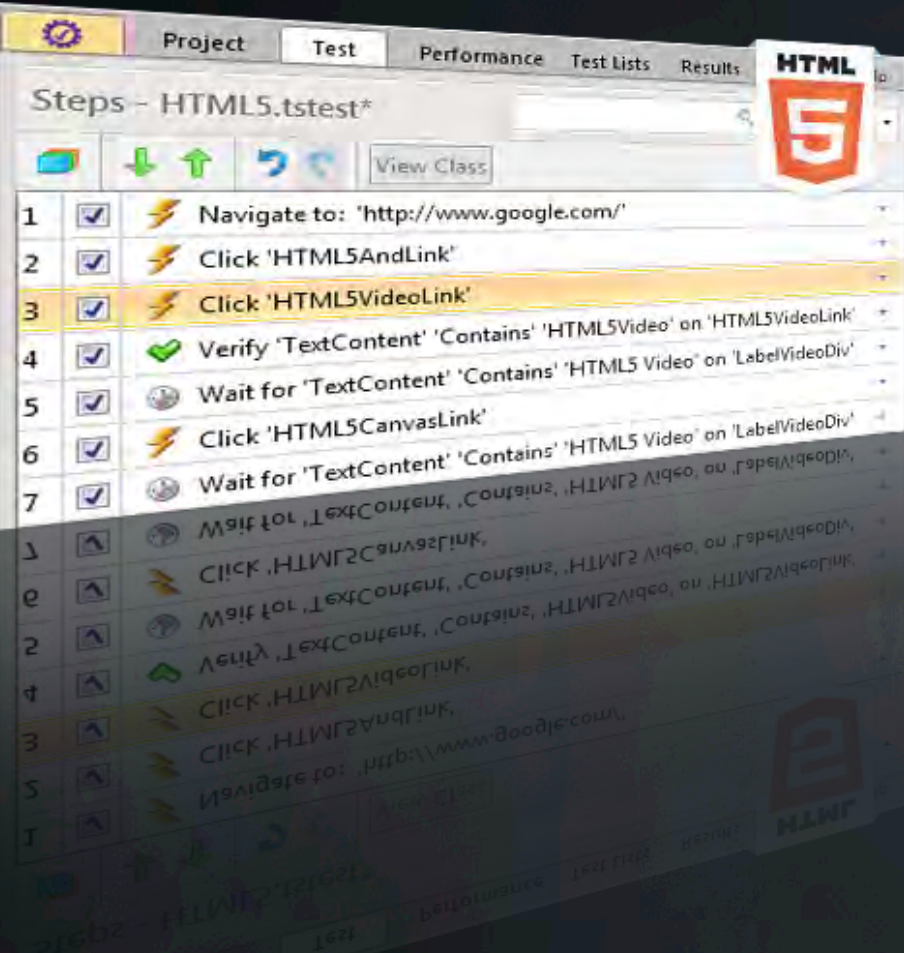


- ✓ During this phase, we will work to incorporate your existing identity (if you have one) and compliment it with modern and user-friendly elements.
- ✓ Our **goal-oriented** design process helps ensure your website is functional as well as appealing.
- ✓ We will create 2-3 unique layouts for your consideration.
- ✓ In the design phase we will work with you to select the best elements of each and combine them into a single working draft.
- ✓ Finally, we will revise the working draft per your suggestions as many times as needed (and as time and budget allows).



website design & development

site template



- ✓ In this key phase, your unique design becomes a working website.
- ✓ We build a custom theme (also known as a template or skin) just for you using your Content Management System (CMS) of choice.
- ✓ We will incorporate your design into a functional and flexible system that will grow along with you and your company.
- ✓ X-browser testing and verification ensures that your site displays across all the popular browser's latest versions.
- ✓ Clarity researches and leverages the latest and most current technologies to make your website up-to-date and full of the best that web technology has to offer.



website design & development

content management system



- ✓ A Content Management System (CMS) can be your best friend and your worst nightmare.
- ✓ It can become the gateway to communicating with your clients and prospects, or the thing that prevents you from doing so. That's why Clarity only uses and supports the Top CMS systems – DNN, WordPress, and Drupal.
- ✓ Usability, security, configurability, community support, stability, flexibility and scalability are just a few of the criteria in selecting an Enterprise-class CMS at a price you can afford.
- ✓ Let Clarity help you choose a platform that can grow and promote your business, instead of preventing it.



DNN Evoq

content management system



- ✓ 800,000+ websites
- ✓ 8 million downloads
- ✓ 1 million+ member community
- ✓ Built on .NET development platform
- ✓ Most secure CMS available
- ✓ Leading social content management platform for businesses
- ✓ Most widely adopted CMS
- ✓ Largest, most successful open source project for Microsoft
- ✓ NASA, DOD, Army, NSA, Hilton, Nascar, Bose, Motorola, Chrysler....
- ✓ Clarity is a DNN Top5 Gold Certified Partner





full-service
marketing



search marketing

they're searching, you need to be found



SEO

- ✓ Competitive keyword research
- ✓ External link building
- ✓ Internal link building
- ✓ SEO-friendly URLs
- ✓ Optimized page titles, H1, H2, H3 tags
- ✓ Meta data optimization
- ✓ Auto generated sitemap
- ✓ Flat site architecture – navigation

Pay-per-click advertising

- ✓ Campaign management
- ✓ Ad targeting
- ✓ Cost-per-click reduction
- ✓ Quality score, site extensions, more...





multi-lingual
websites



multi-lingual **websites**

global reach



- ✓ Quick visual language selection
- ✓ Language selector on all pages (header or footer)
- ✓ Menu localization (header and footer menus)
- ✓ Content & media localization
- ✓ Search Engine Optimization (meta tags)
- ✓ Product offering localization (differences based on regulations)
- ✓ Contact form and contact information localization



multi-lingual websites

English

Spanish

Portuguese

French

German

Japanese

Chinese

Korean

Norwegian



The screenshot shows the LDR China website. At the top, there is a navigation bar with 'GLOBAL HOME | ABOUT LDR | COMPLIANCE | INVESTORS | LOCATIONS | NEWSROOM' and a 'Select Your Region' dropdown. Below this, the Chinese text 'LDR中国' is visible. The main content area features several news items, including one about a 2013 spine surgery symposium and another about a medical conference. The website has a clean, professional layout with a blue and white color scheme.



The screenshot shows the Etteplan website. The header includes the logo 'Etteplan | tedopres' and a navigation menu with 'Home', 'Over ons', 'Referenties', 'Casestudies', 'Evenementen', 'Nieuws', and 'Contact'. The main content area features a large image of a medical device and the headline 'Haal het beste uit uw technische documentatie'. Below this, there is a section titled 'Werkwijze' and 'HyperVision Producten' with text describing the company's services. The website is designed with a focus on technical documentation and medical technology.



The screenshot shows the Walt Disney World website. The header includes the logo 'Walt Disney World' and the text 'Para Residentes de la Florida'. The main content area features a large image of a young girl holding a Goofy plush toy. The text below the image reads: 'AHORA ES MUY FÁCIL OBTENER UN AÑO ENTERO DE ABRAZOS Y DE MAGIA PARA TODA LA VIDA. LOS PASES ANUALES DISNEY PARA RESIDENTES DE LA FLORIDA AHORA ESTÁN DISPONIBLES CON EL PROGRAMA DE PAGOS MENSUALES PARA RESIDENTES DE LA FLORIDA.' Below this, there are several promotional banners for '4 Days 4 Theme Parks' and other offers. The website is colorful and engaging, with a focus on family entertainment.

* actual Clarity clients

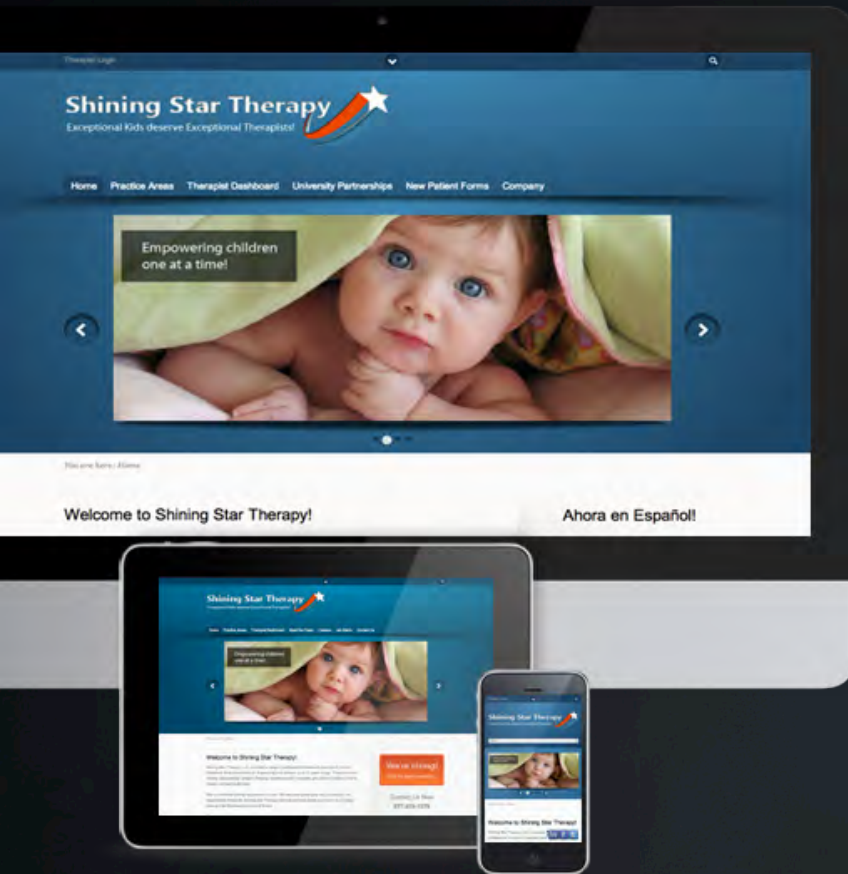


website improvements



website refresh

how to improve your site

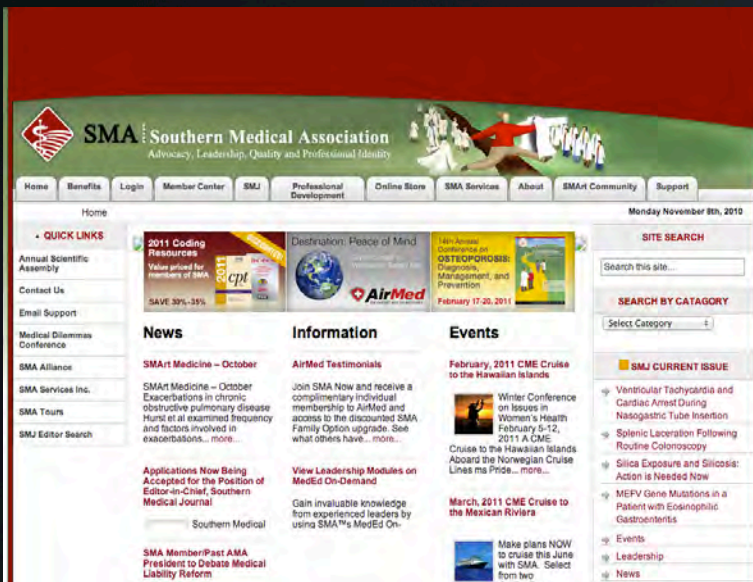


- ✓ Site upgrade/refresh
- ✓ Rotating images
- ✓ Mobile-ready, Responsive design
- ✓ Site-objective design
- ✓ What role does your site play?
- ✓ Content management framework
- ✓ SEO-friendly content and architecture
- ✓ Social marketing integration
- ✓ Project specific requirements

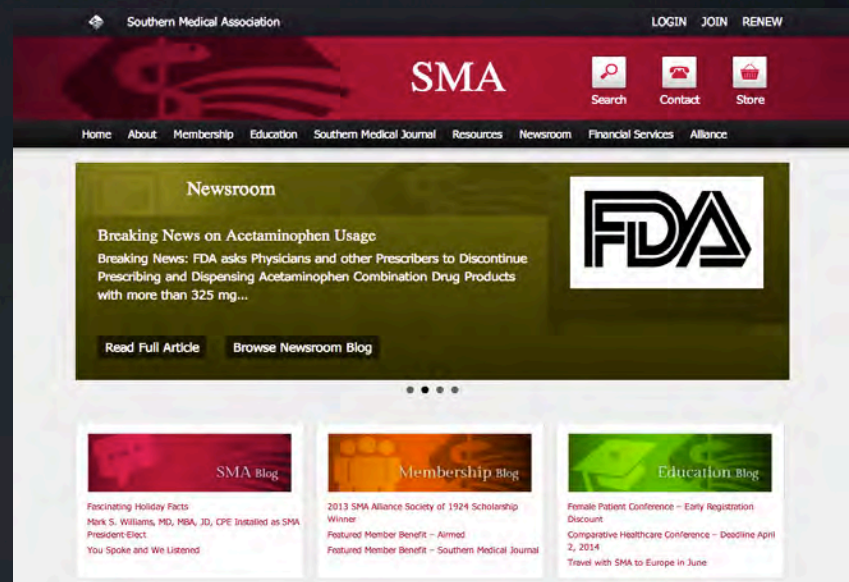


Clarity design

medical client refresh



before

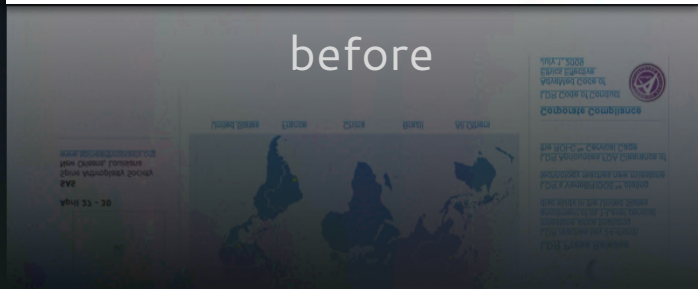


after

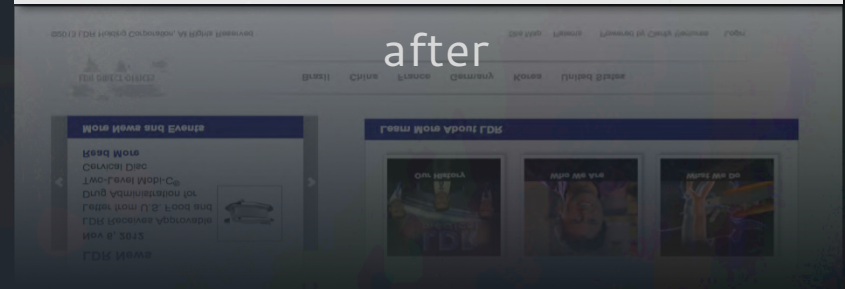


Clarity design

7-country approved medical client refresh



before



after



Clarity design

dental client refresh



before

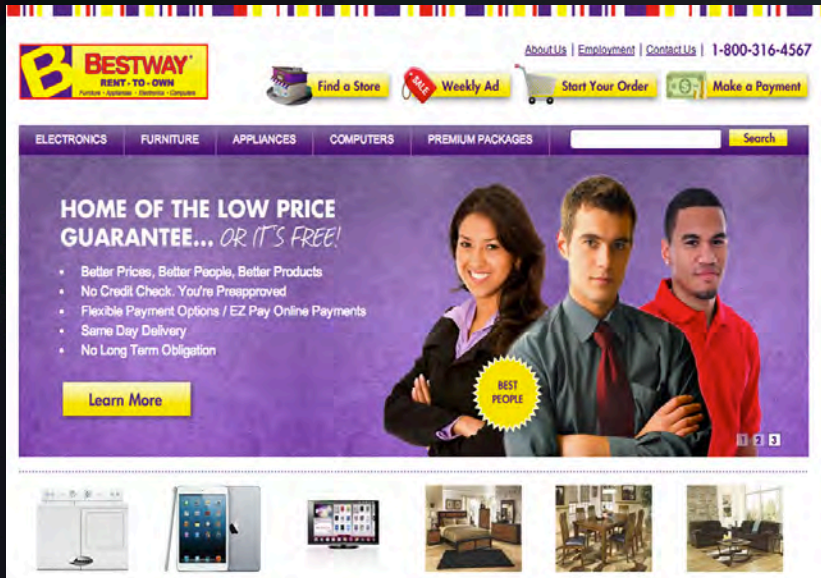


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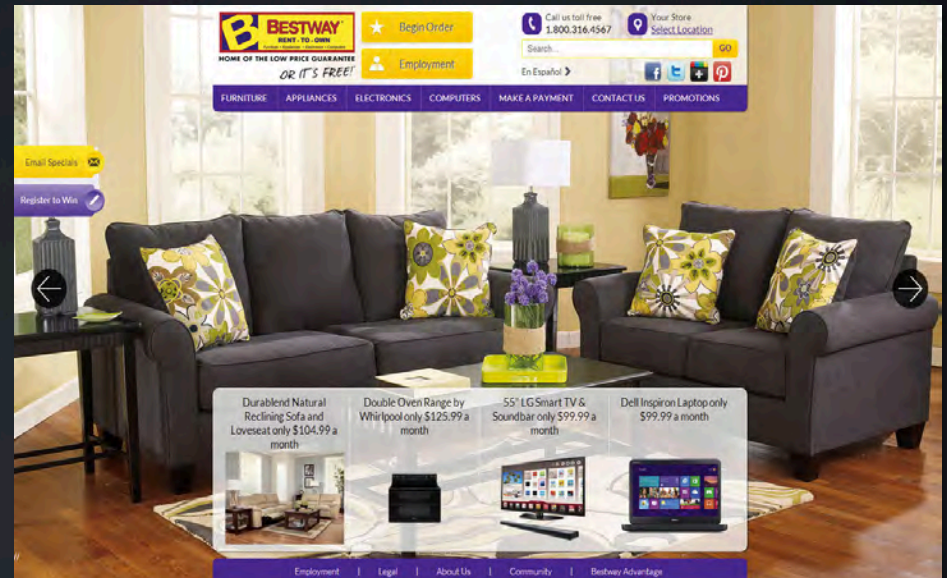


Clarity design

eCommerce & integration client refresh



before

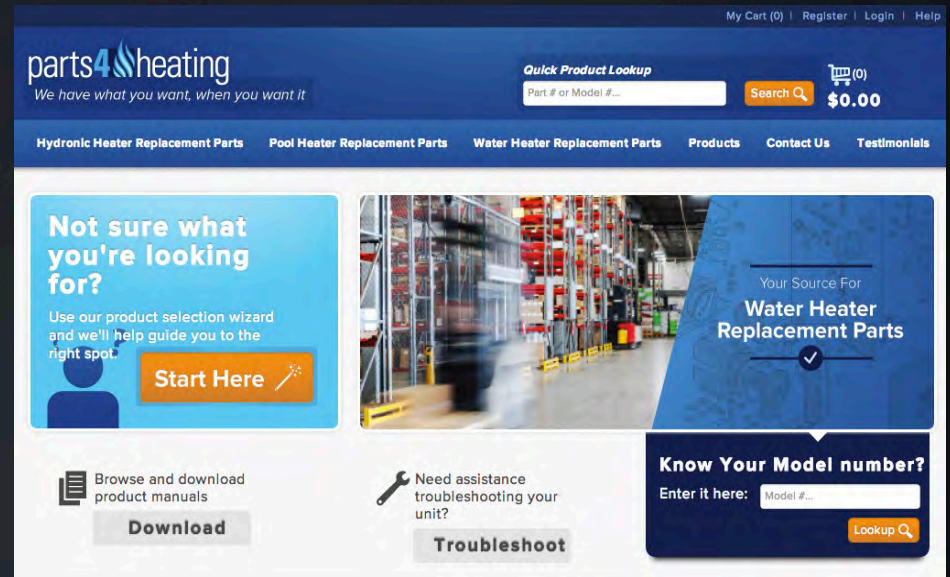


after



Clarity design

eCommerce & integration client refresh



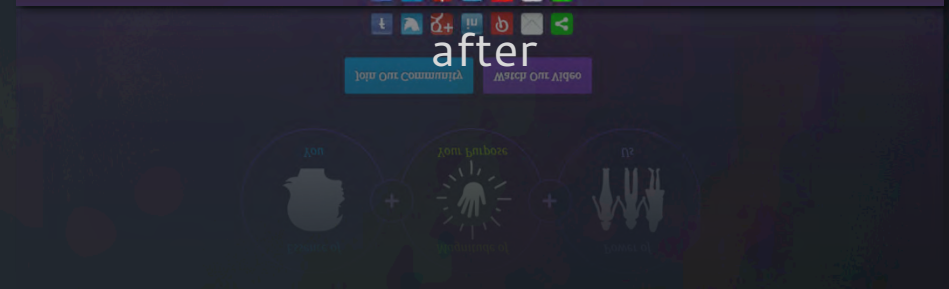
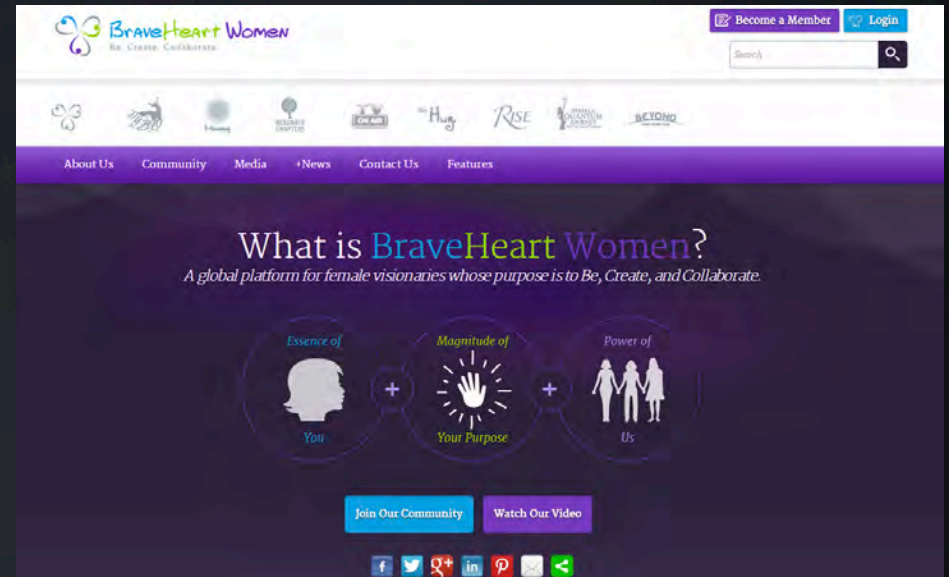
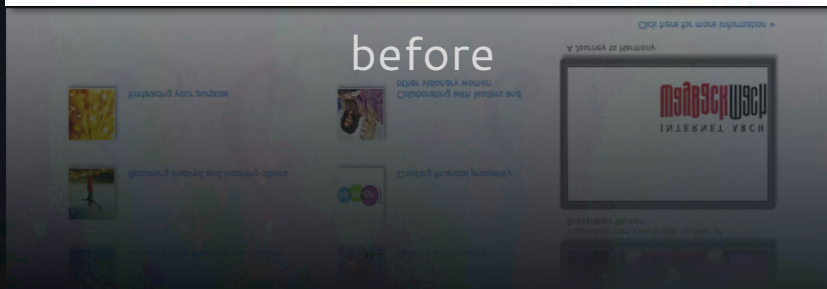
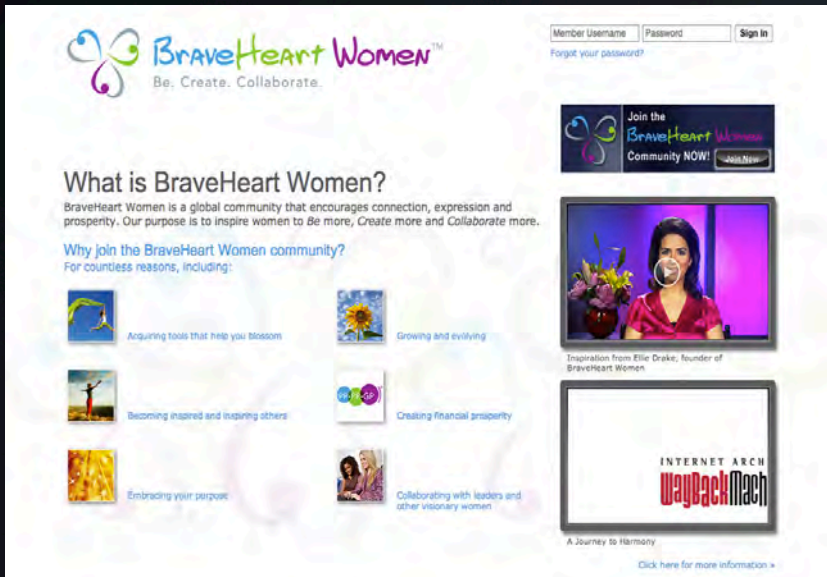
before

after



Clarity design

social community refresh



before

after



client testimonials

”

Craig, Will and the rest of the team have been absolutely wonderful to work with. On every project, they are always honest, professional, and the quality of the final delivery items is excellent. I think I can speak for everyone here at LDR when I say that we've been very, very pleased with Clarity and the services you provide. Thank you!

ALEXANDRIA COE
LDR

”

We have been working with Clarity for over three years now and I am very satisfied with their work, professionalism and customer support. I have been on a few calls with them at 2am on a Saturday and they stop at nothing to ensure our site is what we want it to be. We are definitely going to use them for the next phase of our website!

NATALIE MOORE
Zebra Imaging

”

In October our company initiated a marketing program to expand our natural slate product, with Clarity's SEO program being the core of the new program. Within 5 months our product's website ranked #1 for all of our targeted search terms, which resulted in sales more than doubling.

BRAD SMITH
Georgetown Slate



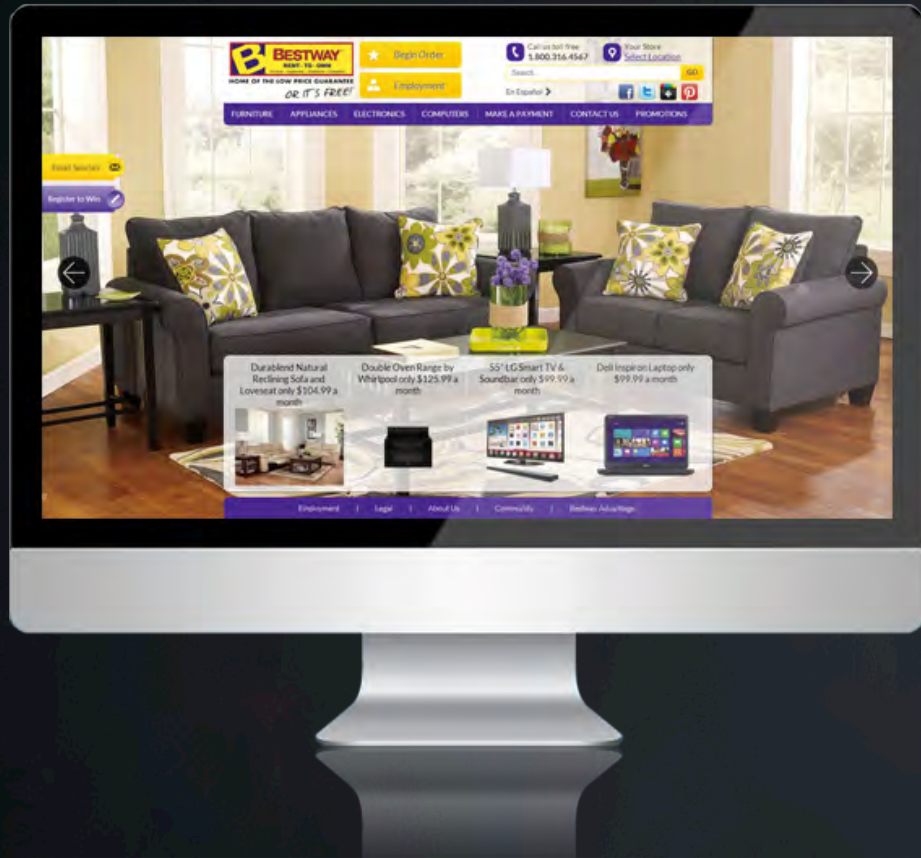


eCommerce
solutions



Clarity eCommerce

enterprise and B2B eCommerce

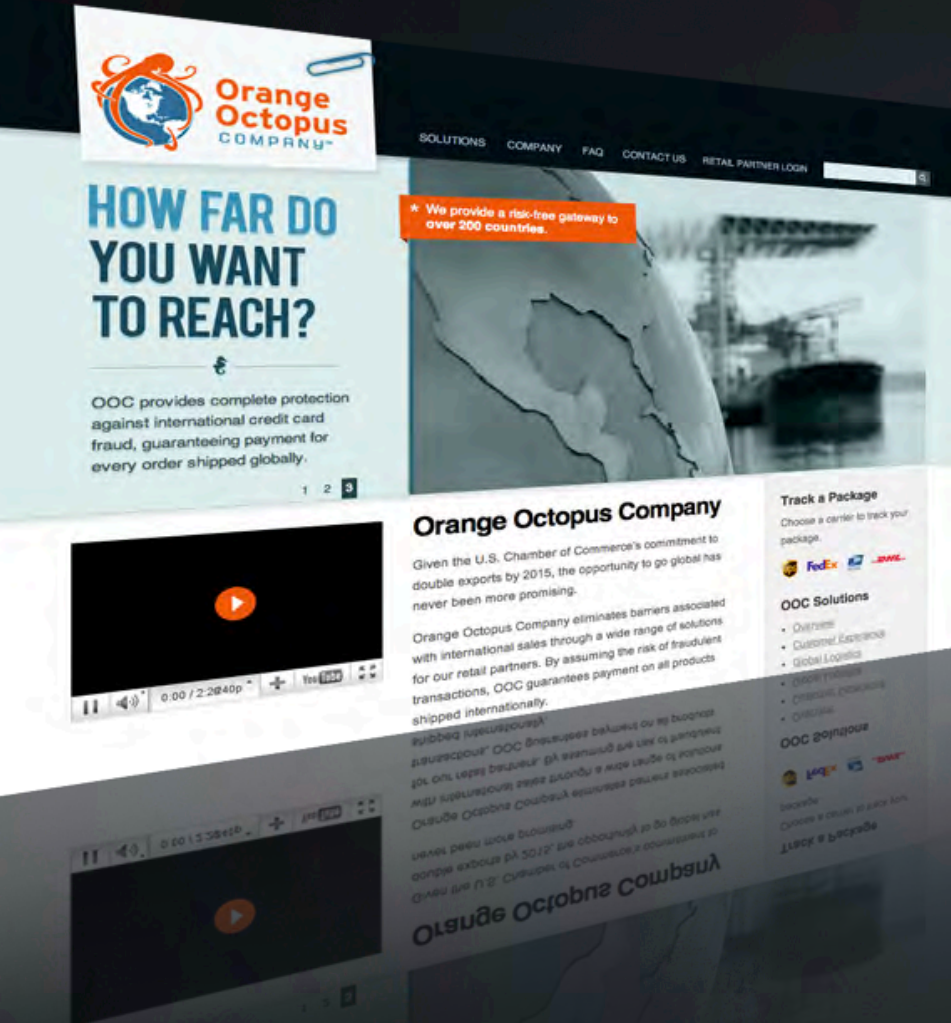


- ✓ Scalable – Clarity eCommerce running successfully in many client stores, in production from 100 to over 3,000,000 SKUs in a single store
- ✓ Marketing – SEO, CRO, abandoned cart campaigns, related products, intelligent advertisements...
- ✓ Affordable – Modular design means modular pricing. Only pay for the features you need!



international eCommerce

enterprise and B2B eCommerce



- ✓ Affiliate-branded international checkout
- ✓ Over 200 countries' currencies and taxes calculated during purchase
- ✓ Shipping labels with duties forms pre-printed for fulfillment
- ✓ Shipping integration with over 50 unique global carriers
- ✓ Real-time taxes, shipping expenses, and tracking



eCommerce **integration**

automate business processes



- ✓ CRM – Customers automatically synched with your CRM for email marketing, de-duping contact records, secure login
- ✓ ERP – Orders integrated with ERP for billing, invoice creation and tiered pricing
- ✓ Shipping – Calculates real-time costs, tracking details automatically pushed to user dashboard for order status
- ✓ Targeting – Visitor data integrated to serve up user-unique promotions



CLARITY ●