CLARITY

Executive Team

Chris Reddick, Partner & CEO
Ron Halversen, VP Sales & Mkt
Jeff Widener, Director of Bus Dev
Ryan McLaughlin, Director of Mkt
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

- 400+ years of combined experience in IT & Software Development

- Microsoft Partner

  - Independent software vendor, Dynamics stack

  - DotNetNuke Certified Partner, Dell Partner

- DNN Gold Certified Partner

- No out-sourcing or off-shoring

- Headquarters in Austin, TX

CLARITY

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 1 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
- ✓ 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

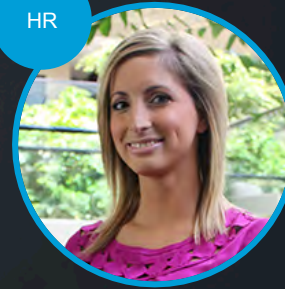DIR

MIKE ANGSTADT
Director of Development

MKTG

RYAN MCLAUGHLIN
Director of Marketing

SALES

JEFF WIDENER
Director of Business Development

HR

KRISTIN MORRIS
Director of Operations

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project **management**
transparent communication

- ✓ Basecamp (Online PM Portal)
  - ✓ Participate as team member
  - ✓ Receive updates from Clarity on project status
  - ✓ Keep track of To-Dos and Milestones
  - ✓ Full-time Project Manager
  - ✓ Detailed time-log reports
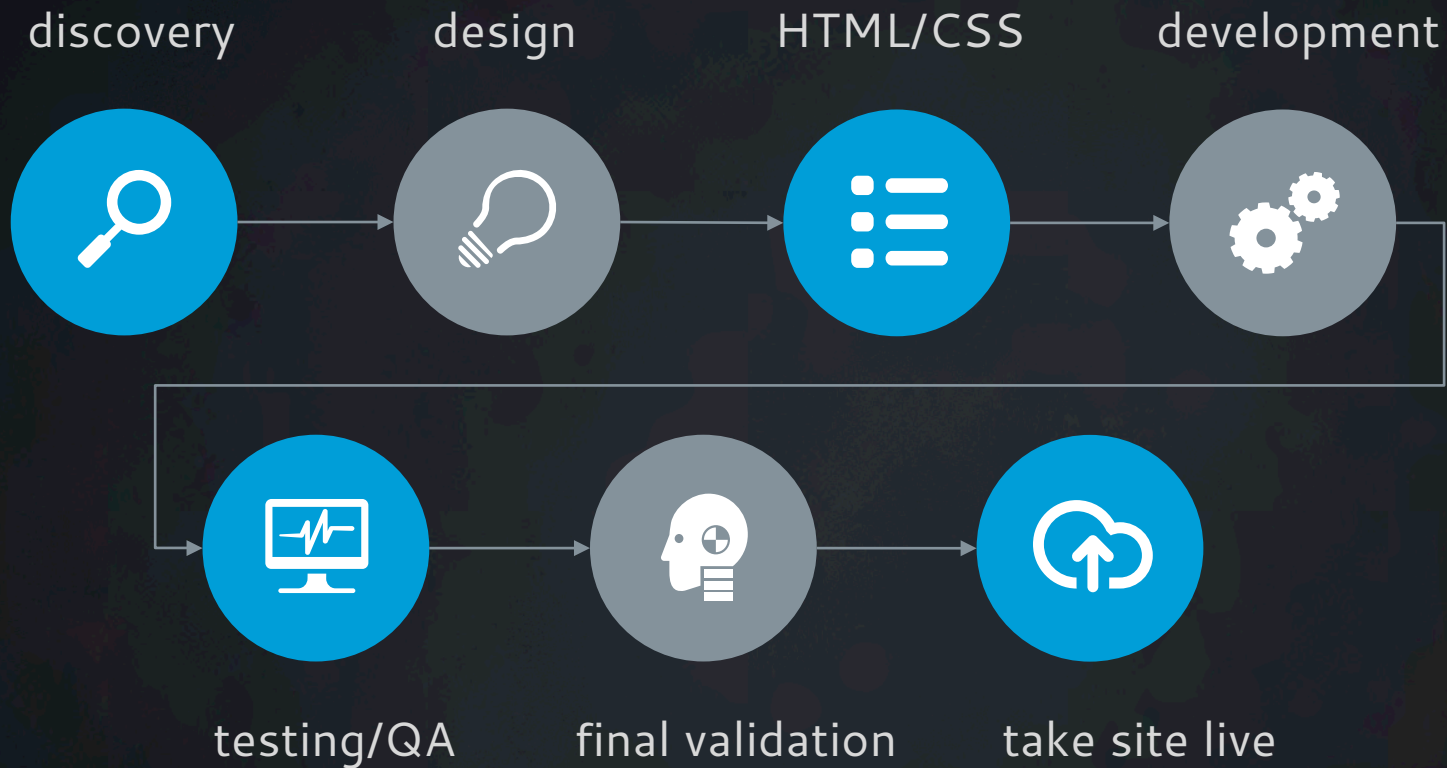 - ✓ File repository, threads, etc.

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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.

discovery   design   HTML/CSS   development

testing/QA   final validation   take site live

CLARITY

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
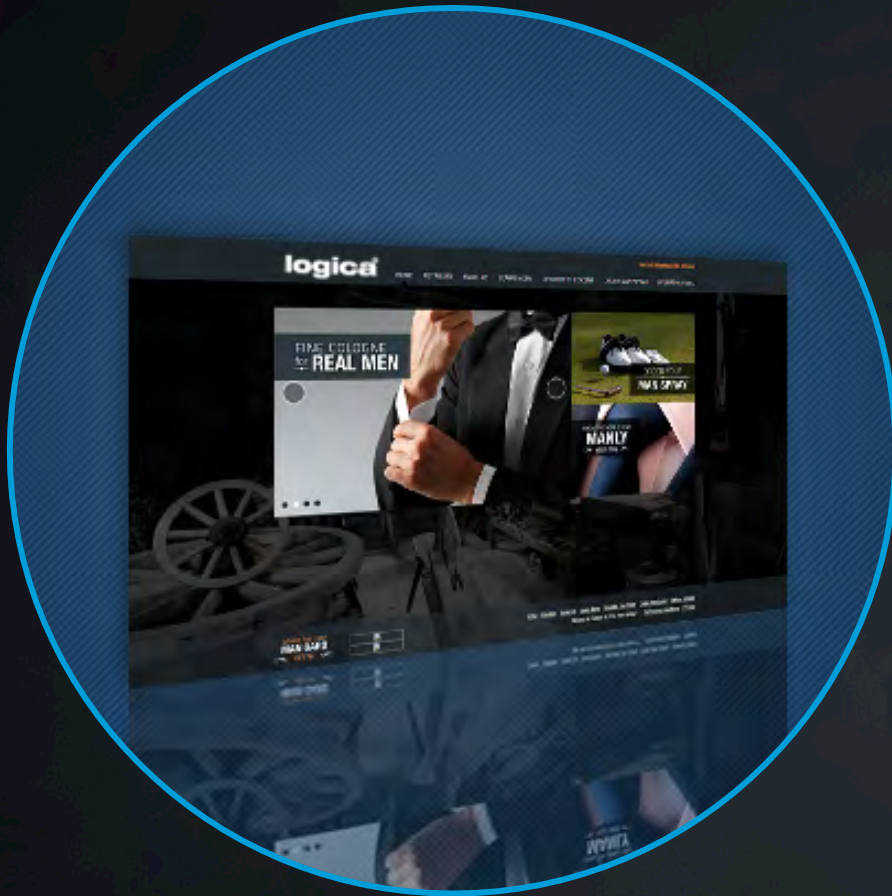
- During this phase, we will work to incorporate your existing identity (if you have one) and compliment it with modern and user-friendly elements.
- Our **goal-oriented** design process helps ensure your website is functional as well as appealing.
- We will create 2-3 unique layouts for your consideration.
- 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).

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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 — DotNetNuke, 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.

Dot**net**nuke (DNN)

content management system

- ✓ 750,000+ websites
- ✓ 7 million downloads
- ✓ 1 million member community
- ✓ Built on .NET development platform
- ✓ Most secure platform available
- ✓ Leading social content management platform for businesses
- ✓ Most widely adopted CMS for Microsoft
- ✓ Largest, most successful open source project for Microsoft
- ✓ NASA, DOD, Army, NSA, Hilton, Nascar, Bose, Motorola, Chrysler....

CLARITY

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, incl. open graph
- ✓ Auto generated sitemap
- ✓ Flat site architecture – navigation

Pay-per-click advertising

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

social **marketing**
the gift that keeps on spreading

- ✓ Site integration
  - ✓ Access links from every page (floating, footer, etc.)
- ✓ Dynamic Integration
  - ✓ Live chat, Twitter, RSS, Facebook
  - ✓ Like and follow from the website
- ✓ Social Content Services
  - ✓ Consultation
  - ✓ Services (blog posts, tweets, Facebook posts, follows, active engagement, YouTube channel, etc.)

conversion **rate** optimization
closing the deal

- ✓ Competitive site analysis
- ✓ Calls-to-action improvement
- ✓ Persona mapping and targeting
- ✓ Visitor tracking analysis
  - ✓ Visitor mouse heat map
  - ✓ Visitor scroll heat map
  - ✓ Visitor session recording
- ✓ Site testing
  - ✓ A/B testing
  - ✓ Multivariate testing

CLARITY

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

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client **websites**

English

Spanish

Portuguese

French

German

Japanese

Chinese

Korean

Norwegian
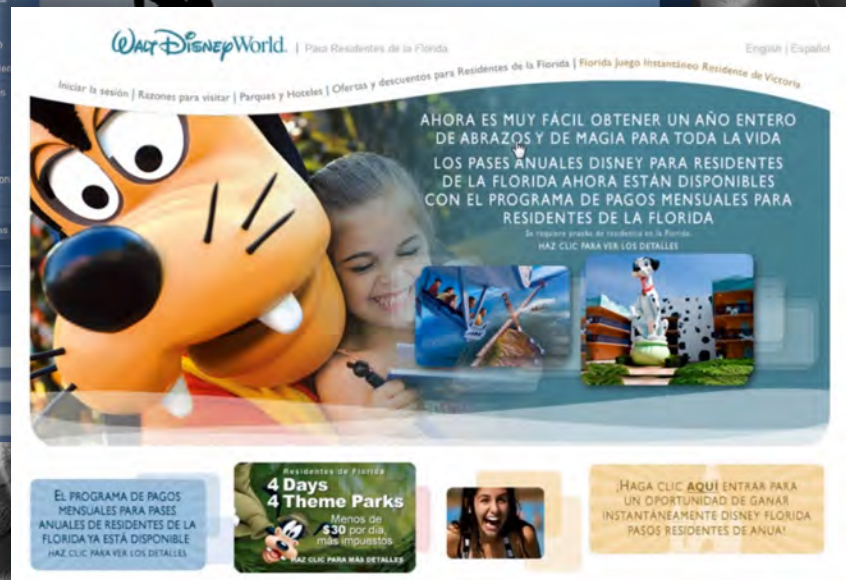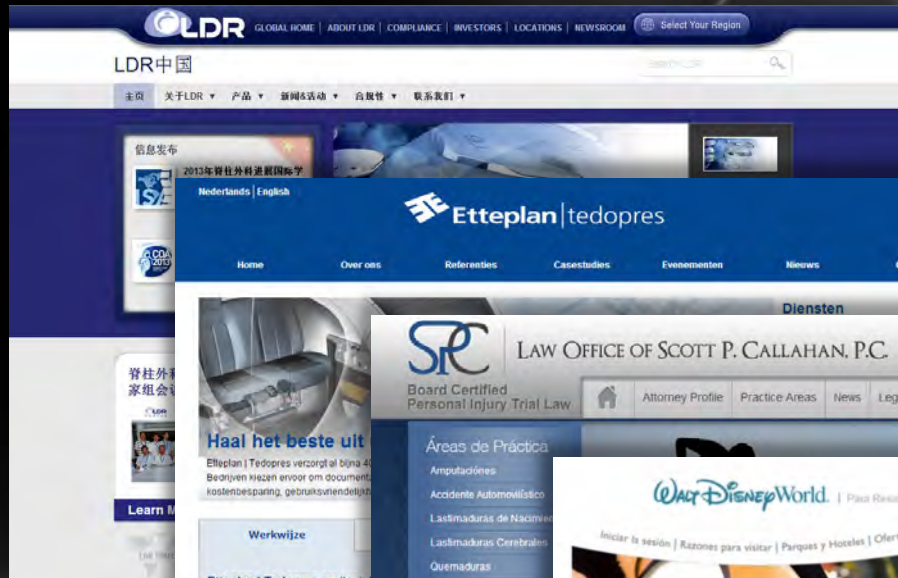
website improvements

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

human **factors**

how long to make a first impression?

"Researchers flashed up websites for 50 milli-seconds and asked participants to rate them for visual appeal. When they repeated the ex-ercise after a longer viewing period, the partic-ipants' ratings were consistent.

Visual appeal can be assessed within 50 milli-seconds, suggesting that web designers have about 50 milliseconds to make a good impres-sion."

Dr. Gitte Lindgaard
Carleton University
The Journal of Behaviour &
Information Technology

✓ Extensive discovery and branding review

✓ Hands-on design phase

✓ Ensure visitors "get it" right away

✓ Elegant solutions, proven results

✓ Ensure visitors directed to key calls to action

✓ Ensure the visitor experience is consistent with messaging

✓ Project-specific considerations

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Clarity design
non-profit client refresh

before

after

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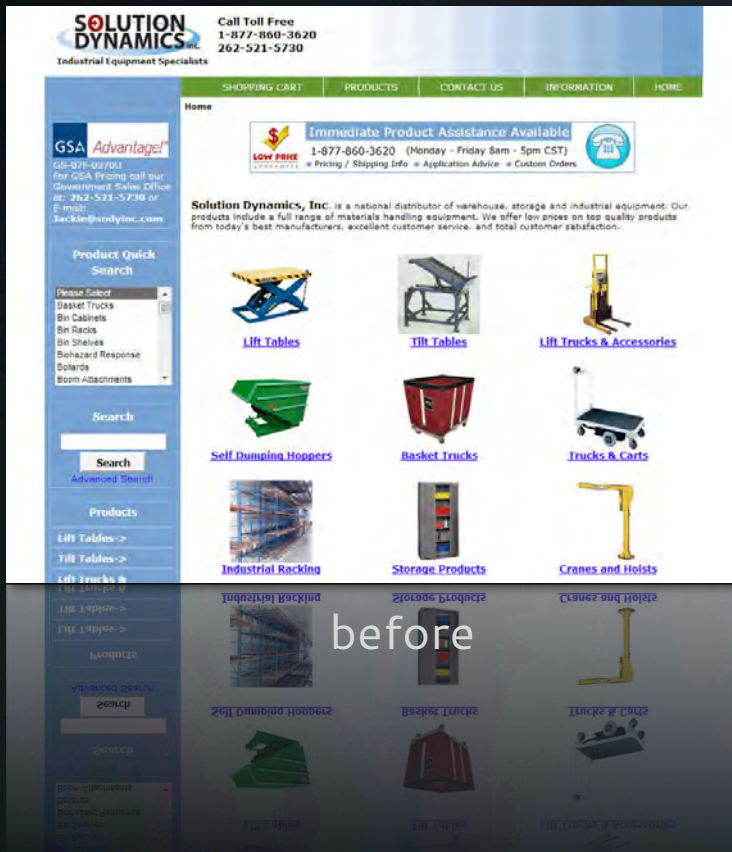# Clarity **design**
non-profit client refresh
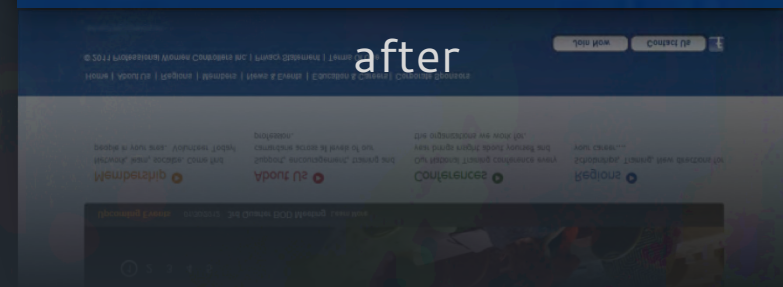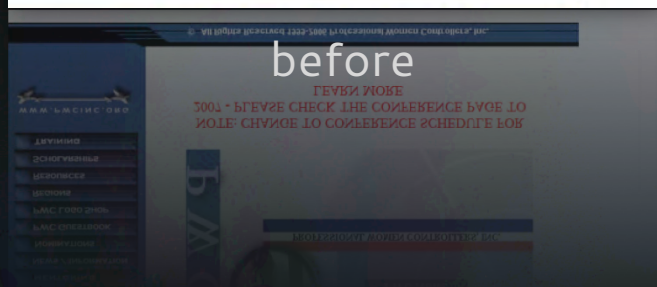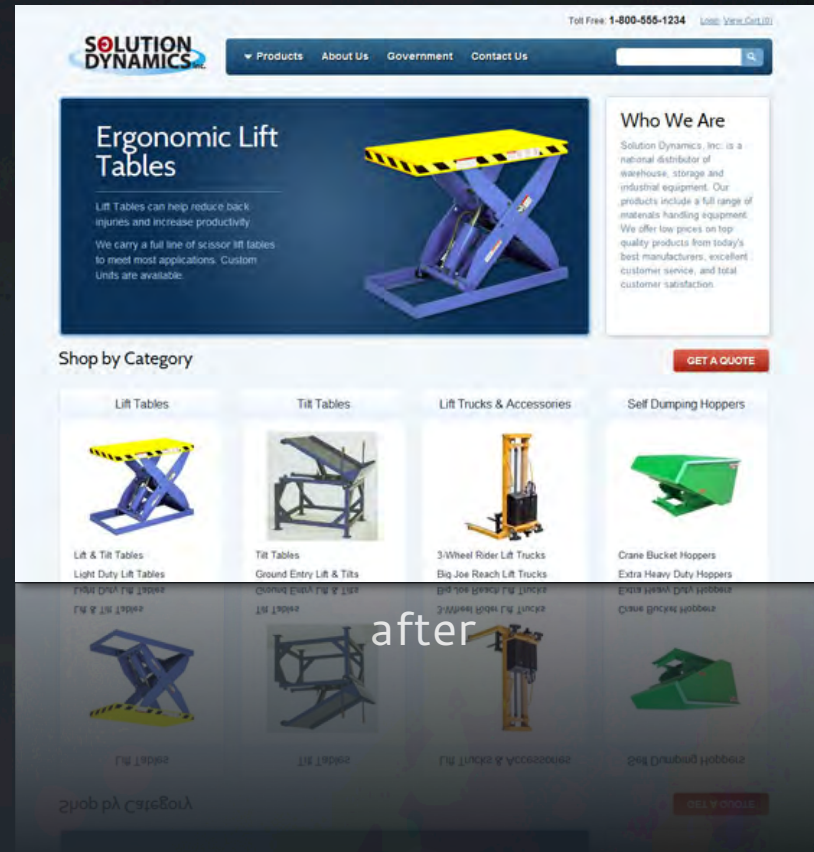

before

after

Clarity **design**

eCommerce & integration client refresh
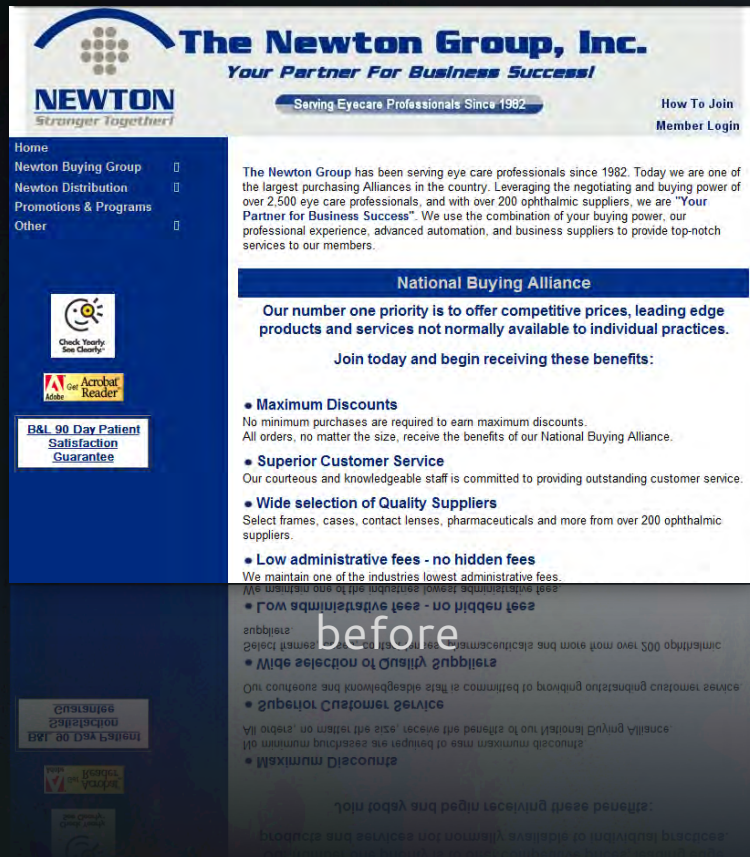
before

after

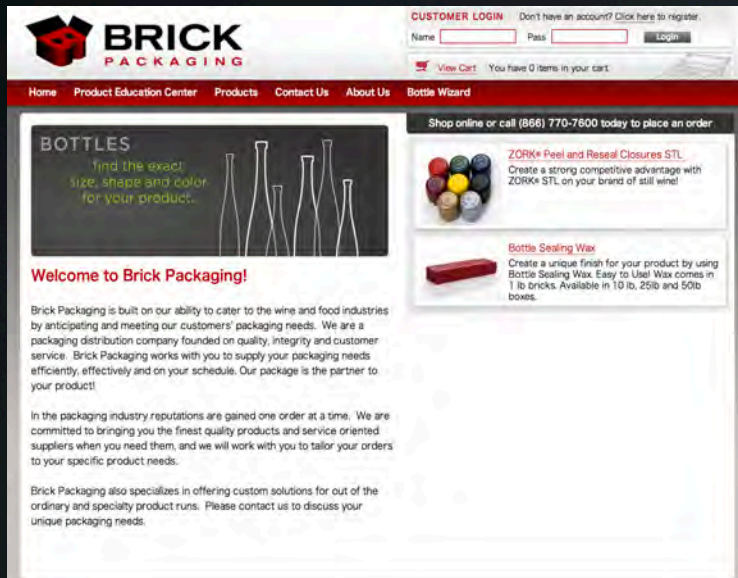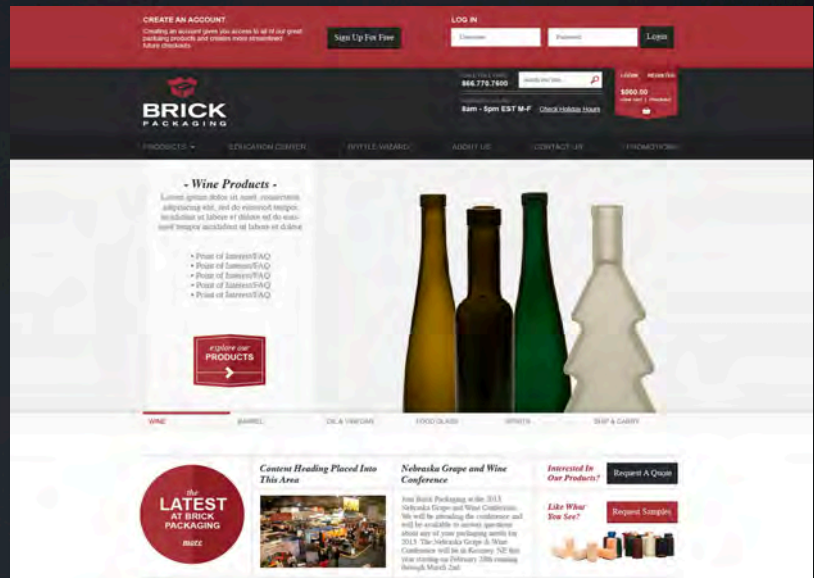# Clarity **design**
eCommerce & integration client refresh

before

after

Clarity **design**

eCommerce & integration client refresh

before

after

Clarity **design**
medical client refresh

before

after

Clarity design
legal client refresh
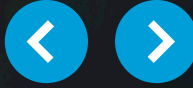
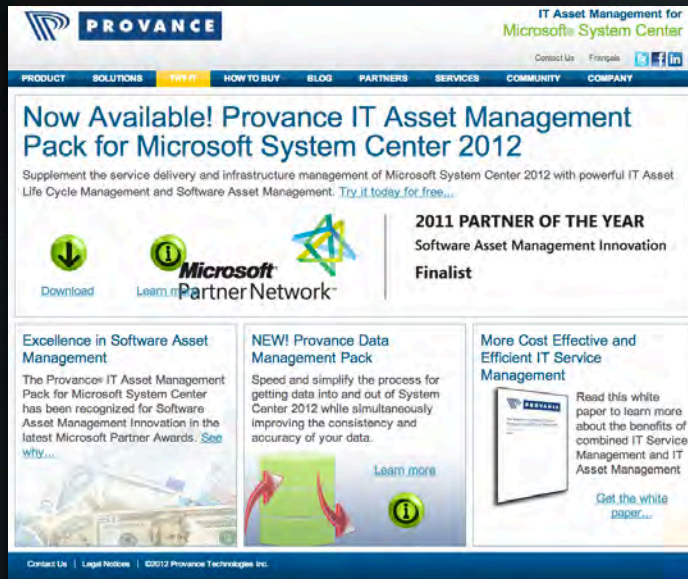before
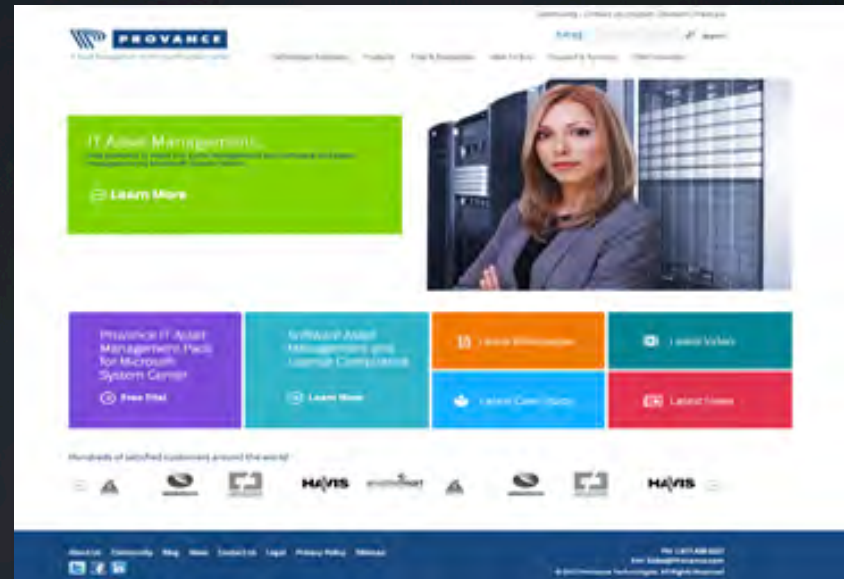

after
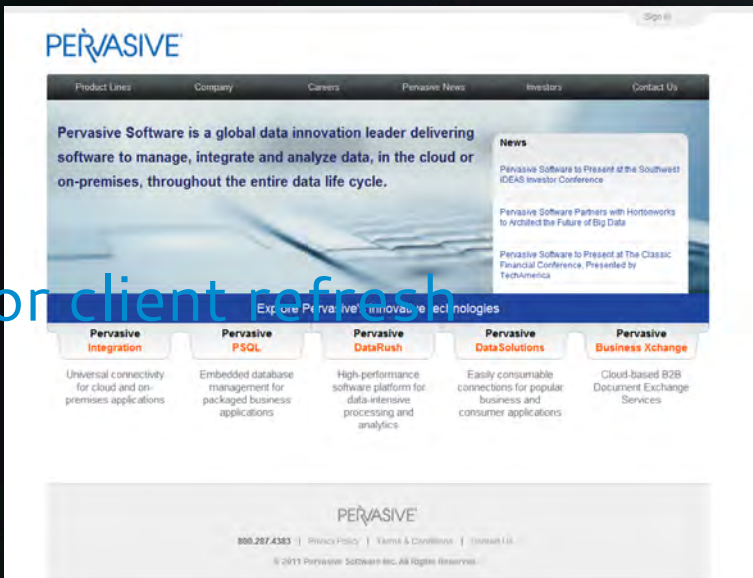
Clarity design

before

after

Clarity **design**
software vendor client 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.
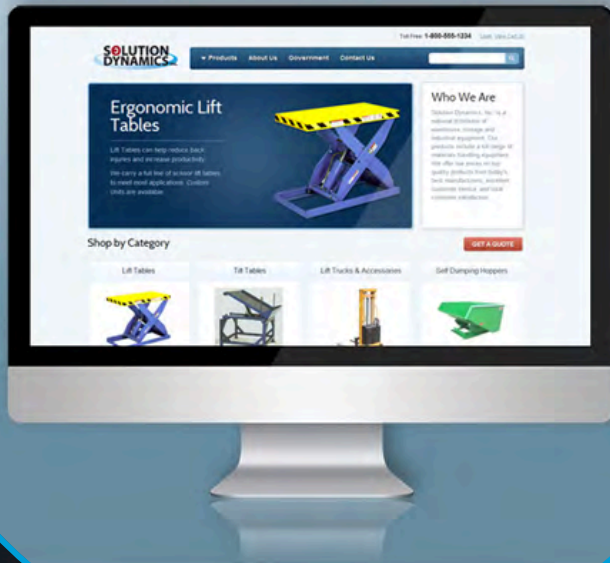
BRAD SMITH
Georgetown Slate

eCommerce solutions

Clarity eCommerce

enterprise and B2B eCommerce

- ✓ Scalable – Clarity eCommerce running successfully in many client stores, in production from 100 to over 1,000,000 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!

CLARITY

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

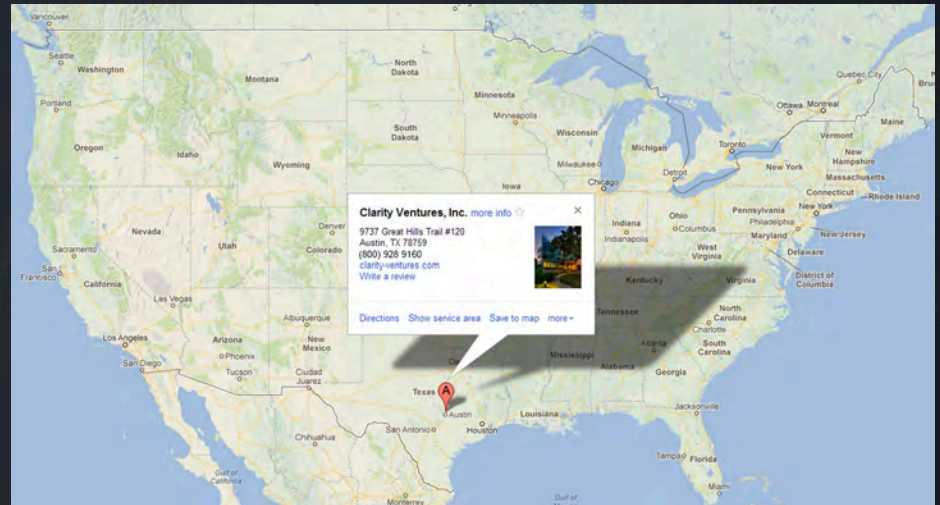- ✓ Targeting – Visitor data integrated to serve up user-unique promotions

contact **us**

in the heart of Austin, TX

If you're in the area, and want to meet the

team..

and find out how we make great websites, mobile applications and eCommerce solutions, you're welcome to stop on in and visit!

thank
you

ACLARITY