



### Service Clarification Report:

<http://www.wrampd.com>

The following outline contains material that is meant for (potential) clients of WRAMPD and may not be reproduced in whole or in part.

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Clients, both existing and potential  
who need to understand our services  
In order to gain the highest Return on  
Investment.

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Our services are designed for you. You get what you need; what you want—not what we want.

## WRAMPD's Pledge

### To my clients present and those to come—I pledge to you:

A sympathetic attitude towards your needs in a downed economy; needs for grandeur whilst carrying shallow pockets. I pledge to you professionalism and a code-of-ethics of the highest degree; by making no promises that cannot be kept and providing you with services that are effective, safe and relevant to your needs. Any components of your requirements that may fail to meet WRAMPD's level of standards will be collected and presented to you with the best-believed solution paths.

### By operating diligently under the IEEE/ACM Code of Ethics, WRAMPD

- Acts consistently with the public interest
- Acts in the best interest of the client, as long as this is consistent with the public interest
- Develops and maintains products to the highest standards
- Maintains integrity and independence when making professional judgments
- Promotes an ethical approach in management
- Advances the integrity and reputation of the profession, as long as doing so is consistent with the public interest
- Is fair and supportive to colleagues and
- Participates in lifelong learning

There's no other website design, branding and affinity service provider that can reach our level of standards, simplicity and drive to be there for you when you need us most - even if that means on our time and our dime; we guarantee our work and strive for your satisfaction.



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## Introduction

### Company Background

WRAMPD (Website Reform Analytics Management Production and Design) was founded by Lead Designer/Programmer James C. Hollenbeck on March 22, 2005. As a highly knowledgeable and detail-oriented Computer Engineer, James, while working with numerous companies and individuals on computer and web-based needs, realized there was a consistent and severe lack of understanding of the web-design community by both website designers/developers and business owners. Often, designers, developers and website service providers clearly had no firm technological and rhetoric foundations and secondly, businesses either misunderstood and/or have been ill-advised to the purposes, functionality and optimal uses for the various web-technologies. Even worse, businesses often only new what 'bad' service looked like—now shying away from good web-services for fear of poor results vs. cost (Return on Investment).

It is this lack of fundamental understanding by both parties that lead to the formation of WRAMPD. Firstly, being a Computer Engineer, James understands, at a deeper level than most website designers and developers, how to interpret and implement technologies as they were designed in order to get the highest benefits. Secondly, James has written scores of documents and reports for the scientific community as well as the layman. In websites—content is king. Lastly, James has done extensive research in design, aesthetics, visual psychology and Human Computer Interaction (HCI) techniques in order to complete the difficult task of bridging the gap between simple, pleasing and memorable websites and their high-usability, well-formatted and targeted-copywritten counterparts – thus creating the optimal experience. Normal website designers and developers are highly unlikely to ever match this level of talent.

Since WRAMPD is owned and operated by a Computer Engineer, it follows the ethics, protocol, design standards and best practices of a Computer/Software Engineering firm—wherein WRAMPD provides the highest level of professionalism and service. Importantly, James has a 0% track-record of misusing or abusing tools of the trade, cheating or using anything other than the tools he either develops or finds capable of offering the most help with the least amount of overhead. He knows the languages of the industry well and understands when and where it is most appropriate to use particular methods. This is especially important (and why his websites continually succeed) within HTML. If you can't properly format a document then surely you cannot properly format a webpage. As such, 'novice' designers either create semantically invalid web pages or use bulky software that masks their inability to understand the low-level details and leaves you with nothing to be desired, invalid webpage design, decreased traffic to your site and the lowest Return on Investment (ROI) via poor visitor experiences.



Professional, fast, fun and affordable. Nowhere else will you find a company that offers services like ours while sticking to their promises.

## Website Services

### Reform

Your reputation and authority is highly influenced by your (lack of a) website. No matter how small of a site you may have—your website is often the first impression as to who you are. Don't let this be your demise. Let WRAMPD (re-)evaluate your goals and (re-)optimize your site and branding for the best experience and results.

### Analytics

You may have your website up and running but may not be tracking any metrics. With the time and resources you've allotted to a web-presence, it is imperative to know your level of visibility and interaction. Without these metrics, your chances of success are severely limited. Even if you have analytics running such as Google, not having a clear understanding as to what the analytical data is showing could be costing you.

### Management

It doesn't matter who did what to produce your current set-up. We have the knowledge and experience to learn the quirks of your previous crew and take the reins with confidence. We are fast to produce the updates needed and readily available when you need us.

### Production and Design

From locking down your goals to defining structure, quality content, usability factors and applying safe and effective Search Engine Optimization (SEO) techniques, your web-needs will be met the first time. We know what your audience expects and this allows us to get the details nailed down immediately rather than down the road.

### Search Engine Optimization (SEO)

Chances are, you may have either received poor service or have received poor information regarding the proper implementation and purpose of SEO. SEO is simply writing semantically correct webpages while writing concise, relevant and natural copywrite that leaves no guesswork as to what your intentions and goals are. It is also about building strong connections and authority. We will even assess your site for free to determine if any poor SEO techniques are dampening your success rate—to prove how good we are.



Software doesn't need to be expensive or complex, people just believe it needs to be. We beg to differ.

## Custom Software

With this service, WRAMPD will not only design and implement particular software, but if need be will also re-search various software programs that will produce the results you require while maintaining the least impact on your budget and time.

### Web-Based and Mobile Software:

Often times there are a fair amount of repetitive routines that become difficult to manage as the amount of data grows—whether it be simple tracking, management or anything in between. We can devise a software solution that meets your needs in a secure and efficient manner. Don't lose business due to the inability to understand trends or quickly meet your customer's/client's needs. WRAMPD can make even the most daunting and confusing tasks performable via an easy-to-use interface.

### Offline Software (Windows, Mac, Linux):

In the same manner as Web-Based Software, we can create efficient programs at a fraction of the cost of most companies because we give you what you need in the simplest manner. Between no third-party interaction and no complex overhead that you are unlikely to ever use, we keep our costs low and pass the savings to you. All software-based programs are maintained by WRAMPD free of charge. Additional features and version changes (not bug-fixes) will require minimal fees.

**NOTE: Android is handled in-house, while iOS apps are handled outside of WRAMPD, but under our supervision.**



We do things right. Enough said.

## Branding, Identity and Affinity

Branding is the customer experience you provide. Identity is the use of your logos, slogans, taglines...etc. in order to maintain branding. Finally, affinity is the trust and the relationship you hold with your customers and clients. Just because you may own a business and have a web-presence does not ensure your success. You need the perfect mix of branding and identity; of everlasting affinity. If your web and offline presence is not maintained and continually tailored it could be the reason you fail. In order to handle the marketing-vehicles of the 21st century, you will need the guidance of a professional—someone who can provide the time and careful planning. The clients of WRAMPD remain life-long clients because of our unique ability to provide continual success and careful directional-changes in order to meet the growing expectations that occur over time. How we get your name out there involves careful research and implementation of:

- Logo Design, Taglines and Slogans
- Business Cards, Stationery, Envelopes, Brochures, Banners, Videos, Calendars, Promotional Branding
- Social Media and Conventional Media Marketing
- **Odds and Ends You Request**

## Reputation Management

You can't please everyone all of the time and that can pose some serious threats. Whether it be negative blog posts, incriminating social media posts or negative/false press from your past, these releases can and will rise to the surface when people inquire about your business and about you. Any evidence of foul-press could cost you and this information is very difficult to remove. Often, asking to remove your name from blog posts or articles can result in retaliation and further damage by the owners of the post. The only safe bet is to knock any damaging information off of the first page of the offending search engine—to a location where the likely hood of that information being located is very, very low.

We specialize in reputation management by releasing social media profiles, positive press and even simple, profile-based websites that showcase what you do and what you are about. We release information in ways that will reduce the likely-hood of retaliation or further release of damaging press because the offenders are generally left out of the process depending on the type of offense. Best of all—because the work we do is minimal, safe and effective, our prices are low as are the prices for continual reputation management.



No promises or guarantees other than hard work, research, customer engagement and respectable content. It's about building links and building brand.

## Social Media Marketing and Management

**Social Media Marketing could be a make-it/break-it factor for your future success and must be handled with care.**

Using social media outlets is not as simple as logging in and posting whatever, whenever—it's about showing your business to be human in nature—that you care about the needs and expectations of your communities and followers. Finally, It's about realizing that creating strong connections now ensures links to your site later—ultimately winning the SEO game. The tools that each media outlet provides, when used effectively can cause a lot of traffic, word of mouth referrals and strong connections between you and your audience.

Social Media Marketing is a slow, evolving process that takes great care to implement but has some of the strongest Return on Investments. Here are the key factors in Social Media Marketing that must be considered in order to implement a successful marketing plan:

- **Is your strategy about brand awareness, customer engagement or sales?**
- **What is your relationship with your intended audience?**
- **How does your audience typically engage in social media?**
- **What's your purpose?**
- **How will you be human?**
- **How will you manage social media?**

### **WRAMPD's Economy-Down Social Media Package (\$1600.00 Monthly):**

- Facebook Profile and Management (Fan-base built naturally)
- LinkedIn Profile (linked to Twitter) and Management
- Twitter Account and Management (Fan-base built naturally)
- Blog Setup and Posting (average 3 weekly posts, approximately 350-500 words)
- Custom Solution Tailoring Session (Includes Current Market Statistics and Trends)



Where there's a will, there's a way and WRAMPD will find the way to ensure you are pleased with your choice in our services, this time and every time.

## Wrap-Up

We don't expect you to take our word for our abilities. The best way for you to judge if WRAMPD is just what you are looking for is to contact us. Let us show you. There's never any obligation to accept our services when contacting us or stopping by to investigate. We're an open book and we love to talk. Here are the best ways to get ahold of WRAMPD when you need to:

**Website:** <http://www.wrampd.com> (Click on Contact)

**Email:** [wrampd@gmail.com](mailto:wrampd@gmail.com)

**Phone:** 906-370-2559 (leave a message if we can't pick-up)

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