


What Do I Need?

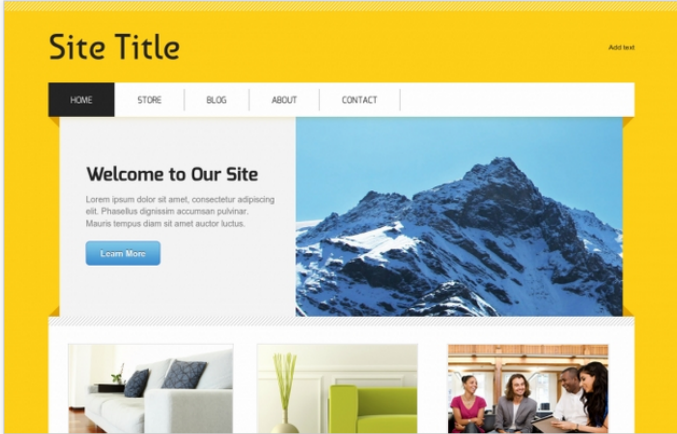
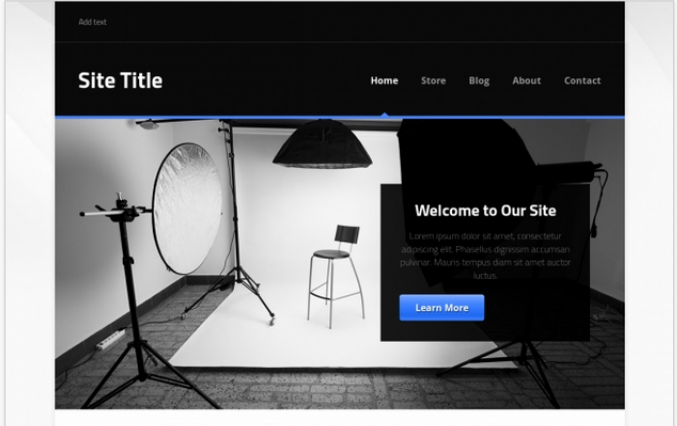

I'm talking about a one-man consulting operation where my personal reputation and brand is everything.

I'm not seeking to climb to the top in SEO metrics. Virtually all of my contacts are repeat business or word-of-mouth referrals. I'm looking for a web presence which will confirm my status in the market and invite further contact.

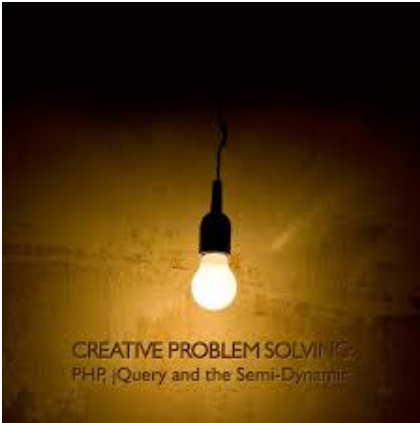
Testimonials

I don't wish to have client testimonials or "what I've been doing" or "latest projects" etc. In a world of contractors spruiking their claims to fame, I prefer to be understated and discrete - and many of my clients would prefer that I do that, too. (Many government agencies and large corporates don't like to see themselves quoted / referenced on commercial sites - all a bit tawdry.)

	<p>YES</p> <ul style="list-style-type: none">• Textured background with lifted content - creates a feeling of closeness / personal space (like reading a book)• Simple 4-part concept - banner says just about everything. 3 lower panels... to be honest, I don't know what I'd put there! <p>NO</p> <ul style="list-style-type: none">• Probably too many images for what I need. Just seeking links to:<ul style="list-style-type: none">○ Contact me○ CV
	<p>A lot like the one above, really. (I'm seeing my own pattern!)</p> <ul style="list-style-type: none">• Dark background with lifted foreground• Clean lines
	<p>Too dark and moody. I want to be the light!</p>

	<p>Too yellow. :-)</p> <p>I think I'm discovering a conservative streak...</p>
	<p>YES</p> <ul style="list-style-type: none"> • Single image / single page (plus a few links to “contact” and “about” and ... etc) • Image is everything here - if you could find / design the perfect image, I reckon we'd be done! <p>NO</p> <ul style="list-style-type: none"> • Not black-and-white, thanks
	<p>YES</p> <ul style="list-style-type: none"> • Image conveys mathematical analysis + expertise + ... coffee (?) • Evocative of hard-working, effective solution development

Images I like



ENTERPRISE SOLUTIONS

Connectivity for organizations in need of constant communication



Conclusion

OK - I'll admit it. These are all pretty bland and corporate and mainstream.

I am receptive to suggestions which are a bit more adventurous and challenging. But keep in mind that my client base is ... well, bland and corporate and mainstream.