

# Blog Your Portfolio

Craig Swanson, CreativeTechs

# About CreativeTechs:

Tech Support for Seattle-area Creative Teams.

**100% Referral-based Company!**

**Who:** Design Studios; Ad Agencies; Photographers; Video Producers; In-House Creative; Etc...

**What:** Outsourced IT Support.

**Where:** Seattle, Eastside, Lynwood, South Center.

**How:** Primarily Membership Support Relationships.

**Why:** Because this is what we love!

# CreativeTechs:

[www.creativetechs.com/tips](http://www.creativetechs.com/tips)

creativetechs creativetechs

creativetechs CreativeTechs QuickTips #94

Week of May 8, 2006

**Creative Tip: Prototype Product Packaging in Photoshop CS2.**

CreativeTechs QuickTips #94

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CreativeTechs QuickTips #105

Week of July 24, 2006

## Tech Tip: Mac Maintenance Checklist.

Friday July 28th is [System Administrator Appreciation Day](#). In honor of our fellow left-brain professionals, we've put together a couple tips that may be helpful to those of us tasked with the challenging job of keeping creative teams stable, happy and productive.

First up: [A Mac Maintenance Checklist](#).

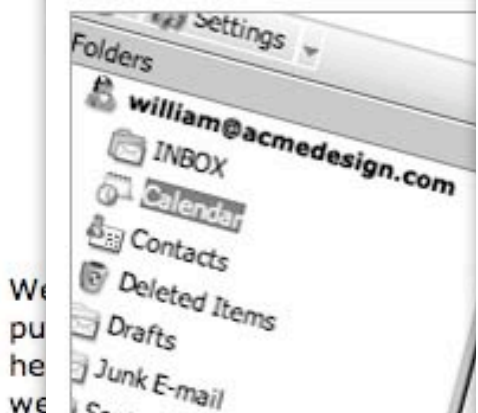
This is something we've been playing with at CreativeTechs -- for our clients who've scheduled regular monthly maintenance visits to keep their computers fit and healthy.

USER PROBLEMS	MAINTENANCE TASKS	POINTS
	<b>NIGHTLY BACKUP IS WORKING!</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Verify if Local Backup</li><li><input type="checkbox"/> Verify if Network Backup</li><li><input type="checkbox"/> Verify if Time Machine is "New Day"</li></ul>	
	<b>DISKS</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Repair Disk Permissions</li><li><input type="checkbox"/> Clean Cache</li><li><input type="checkbox"/> Check S.M.A.R.T. Status of Drive</li><li><input type="checkbox"/> Wipe out old Mac OS X System Volumes</li><li><input type="checkbox"/> Defragment</li><li><input type="checkbox"/> Empty Trash &amp; Download Bin</li></ul>	
	<b>HARDWARE</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Upgrade RAM &amp; Hard Space</li><li><input type="checkbox"/> Test or Rebuild the system Apple Hardware Test</li></ul>	
	<b>SOFTWARE UPDATES</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Apple Software Updates</li><li><input type="checkbox"/> Update OS X Updates</li><li><input type="checkbox"/> Update Office, Adobe Applications</li><li><input type="checkbox"/> Update Safari, Firefox</li><li><input type="checkbox"/> Remove Unused Applications</li></ul>	
	<b>POINTS</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Update Network System Files</li><li><input type="checkbox"/> Reinstall Apple System Software (See System's First Aid Disk)</li></ul>	
	<b>TROUBLESHOOTING:</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Troubleshoot Any Other System Issues</li><li><input type="checkbox"/> Update Mac OS X System Software</li><li><input type="checkbox"/> Check for Updates, Windows or Other OS Updates</li></ul>	

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CreativeTechs Quick

**Tech Tip: An Exchange**



# CreativeTechs:

[www.creativetechs.com/iq/](http://www.creativetechs.com/iq/)

**creativetechs**  
left brain support for right brain professionals

## Tech Tip: Subscribe to RSS news feeds in Safari.

**Step 1: Click an RSS Feed Icon.**

**Business Tip: Growing Your Business with Google.**

Every graphic designer who earns part of their living designing websites should be required to read at least chapter 14 of Dave Taylor's book *Growing Your Business with Google*.

**Tip:** Copywriters who want to learn to craft search engine-friendly copy should read this book too.

Craig's note: That's my own copy shown at right. I read it on vacation in early 2006 while we were planning our own *CreativeIQ* blog. I thought I knew

**Feeds & Email**

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Search

**Categories**

- Business
- Creative
- Tech
- Xtra

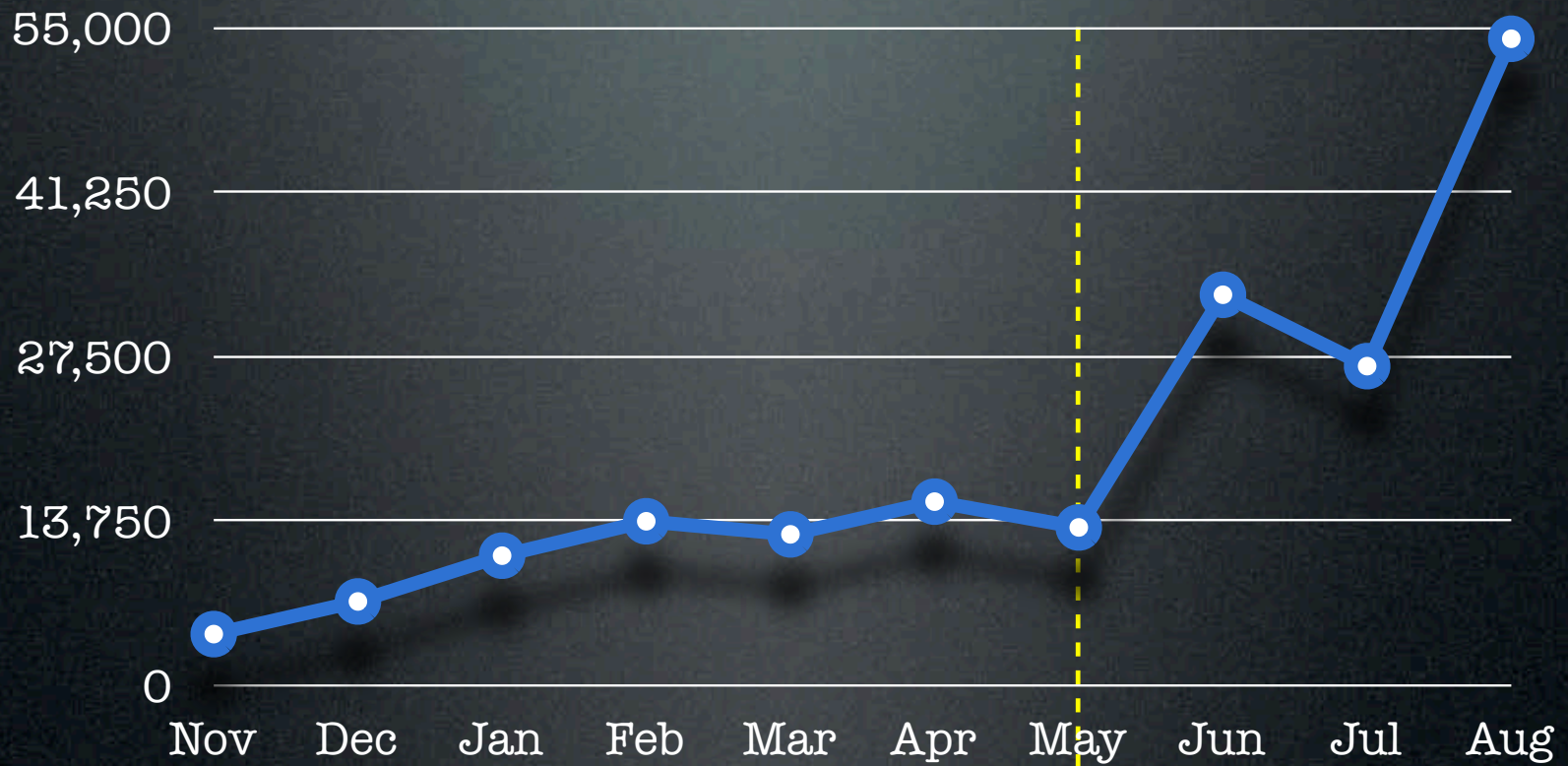
**Recent Tips**

- [Subscribe to RSS news feeds in Safari.](#)
- [Organize RSS feeds using Safari bookmark folders.](#)
- [Visual Thesaurus.](#)
- [Growing Your Business with](#)

Tip posted on September 17, 2006 | Reader comments so far: 1

# CreativeTechs:

[www.creativetechs.com/iq](http://www.creativetechs.com/iq)



● Views Per Month

Blog Started

# Common Frustrations with Portfolio Sites:

(Draw Complaints from Audience)

**Difficult** — Hard to Update.

**Stale** — No Current Work!

**Hidden** — Poor ranking in web search.

**Antisocial** — Hard to refer.

**Confused!** — Where to start?

# Who is this talk for?

Studios  
With  
**No**  
Website.

Studios  
With a  
**Stale**  
Website.

Studios with a **Flash** website.

# What's Next?

HOW?

WHY?

HOW:  
Three Steps to Blog.

# Examples: UmamiDesign.com

Umami Design Studio Blog

Pulled Scene - "Sneaky"  
September 14th, 2006 by Kevin

frame: 00

Here's one of only a few rough, pulled scenes from a recent job. After

Search

September 2006

M	T	W	T	F	S	S
					1	2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

« Aug  
« 2005

Archives

- » September 2006
- » August 2006
- » July 2006
- » June 2006
- » May 2006
- » April 2006
- » March 2006
- » February 2006
- » January 2006
- » December 2005

# Examples: OrderedList.com

Ordered List Portfolio // Ordered List by Steve Smith

http://orderedlist.com/portfolio/ | Google

**orderedlist**.com

Home Articles **Portfolio** Downloads About Me Links Contact

## ORDERED LIST PORTFOLIO


The following examples of work are composed of sites worked on by me, Steve Smith, during my professional career, some while working for other companies. My work ranges from project design to programming and development. My part in the project is explained in each description. In addition, many of these sites were created before my move to Web Standards, so forgive a few table-based layouts, etc.

### AM GENERAL CORPORATION

AM General needed a major overhaul on their web presence. Incorporating all parts of a company the size of AM General can be a challenge, but with proper navigational organization and clear methodology, finding the right information on this site is a breeze.


*Involvement: design, programming, development.*

<http://www.amgeneral.com/>



### BONTRAGER/HARDIES REALTY

BH Realty needed one of the most in-depth solutions I've worked on to date. All MLS housing data for their county was sitting on a server.

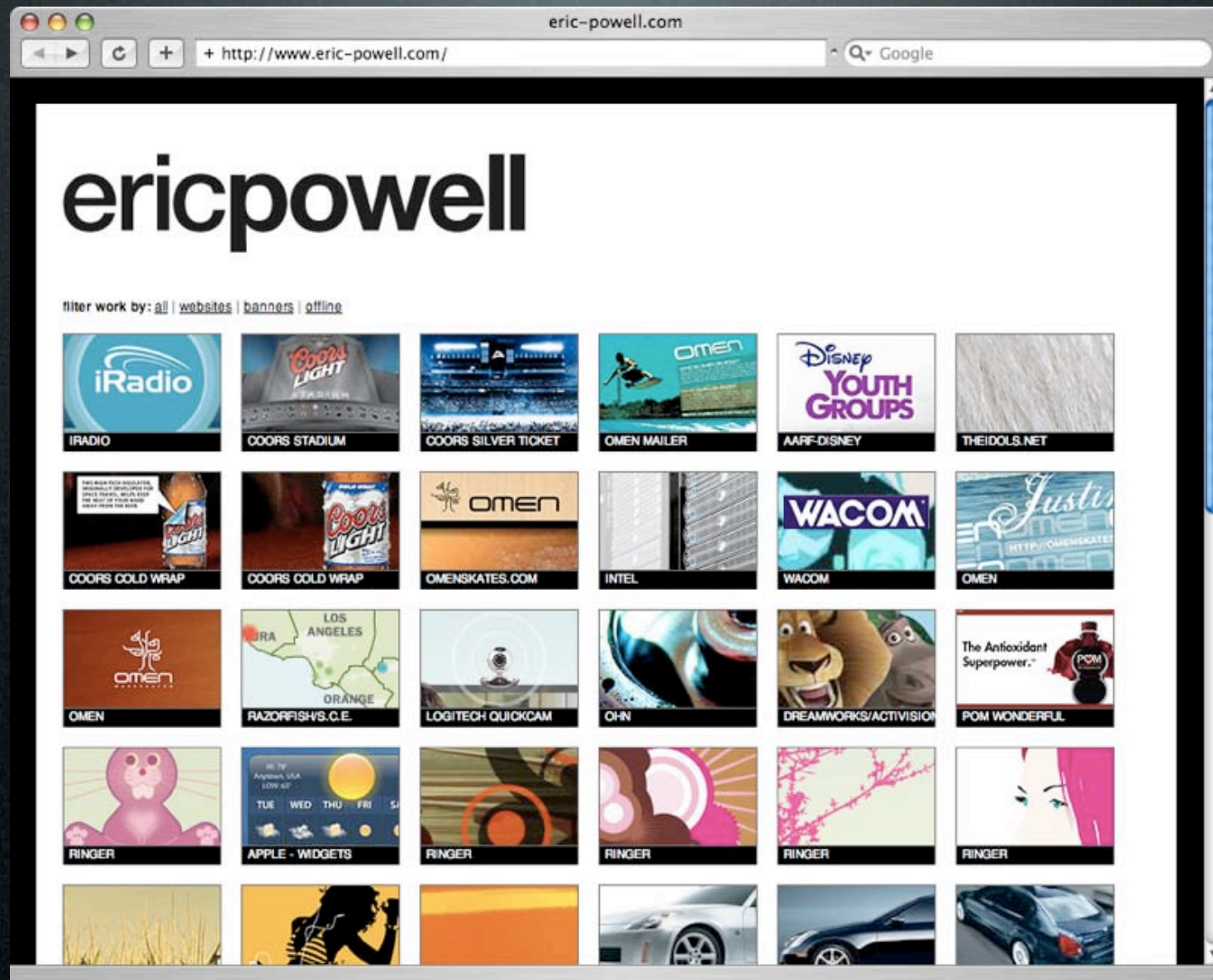


# Examples: Fitch.com/news

The screenshot shows a web browser window displaying the Fitch website's news page. The browser's address bar shows the URL <http://www.fitch.com/news/by-date.aspx>. The page features a navigation menu with links for HOME, COMPANY, WORK, NEWS, and CONTACT US. The Fitch logo is prominently displayed in the top right corner. Below the navigation, there is a secondary menu with options: DATE, PUBLICATIONS, NEWS RELEASES, AWARDS, SPEECHES, and PERSPECTIVE. The main content area is titled "NEWS / BY DATE" and includes a sidebar with "XML" and "Subscribe to Fitch News RSS" options. The news items are listed in a vertical feed, each with a date, a headline, a small image, and a "read more" link. The items include:

- 06 SEP 01 FITCH WINS FOUR BLACK BOOK AR100 AWARDS FOR INVESTOR COMMUNICATIONS**  
Two of the winning annual reports from Fitch's Seattle studio named among top 10 in their category / read more
- 06 AUG 16 FITCH NAMES KEY EXECUTIVE PROMOTIONS**  
Fitch Announces Senior Management Changes / read more
- 06 AUG 14 3YR GLOBAL MARKETING AND INTERNAL EVENTS CONTRACT**  
British Airways has appointed experiential communications agency PCI Fitch to manage its global marketing and internal events programme. / read more
- 06 AUG 09 WORLD PREMIERE OF NEW OPEL/VAUXHALL CORSA**  
Link to an interview on the launch of the new Opel/Vauxhall Corsa at the British International Motor Show. / read more
- 06 AUG 04 DONALD TRUMP OPENS HIS NEW FITCH-DESIGNED STORE**

# Examples: erik-powell.com



# Easy: The 60-Second Blog

**Step 1:** Setup Free Account.

Use Your FTP settings. (Optional)

**Step 2:** Choose a Template.

**Step 3:** Start Posting Work!

# The Blog Design: Templates

Example Blogger Templates:

[workerbees.com](http://workerbees.com)

[coolstone.com/blog](http://coolstone.com/blog)

[chasejarvis.com/blog](http://chasejarvis.com/blog)

# Examples: chasejarvis.com

Chase Jarvis Press

http://www.chasejarvis.com/press/ RSS Google

Apple CreativeTechs News (146) CreativeIQ (1)

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**chasejarvis**

HOME / PORTFOLIO / SPORTS / LIFESTYLE / ENVIRONMENTAL / STORIES / CLIENTS / CHASE / STAFF / PRESS / MERCH / VIDEO / SUBSCRIBE / EXTRAS / CONTACT / BLOG

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SUNDAY, SEPTEMBER 17, 2006

**Chase and ASMP Featured on Apple.com**



Pro

Give your photos more kick.

Your selected photos presented by Apple and ASMP at select Apple Stores.

Pro Sessions: Marketing Your Photography

Chase--in association with a speaking series sponsored by Apple and the ASMP--is featured on Apple.com!! Visit the [Apple Pro Sessions](#) page to get dates and cities for the series, check out Chase's image that anchors the campaign, and to see profiles on the photographers speaking.

Chase is scheduled to talk at SOHO New York City Apple store on November 20th, 2006 at 7pm. If you're in the neighborhood, check it out!

POSTED BY CHASE JARVIS AT 4:37 PM 0 COMMENTS

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FRIDAY, SEPTEMBER 15, 2006

**Chase Selected Hasselblad Master 2007**

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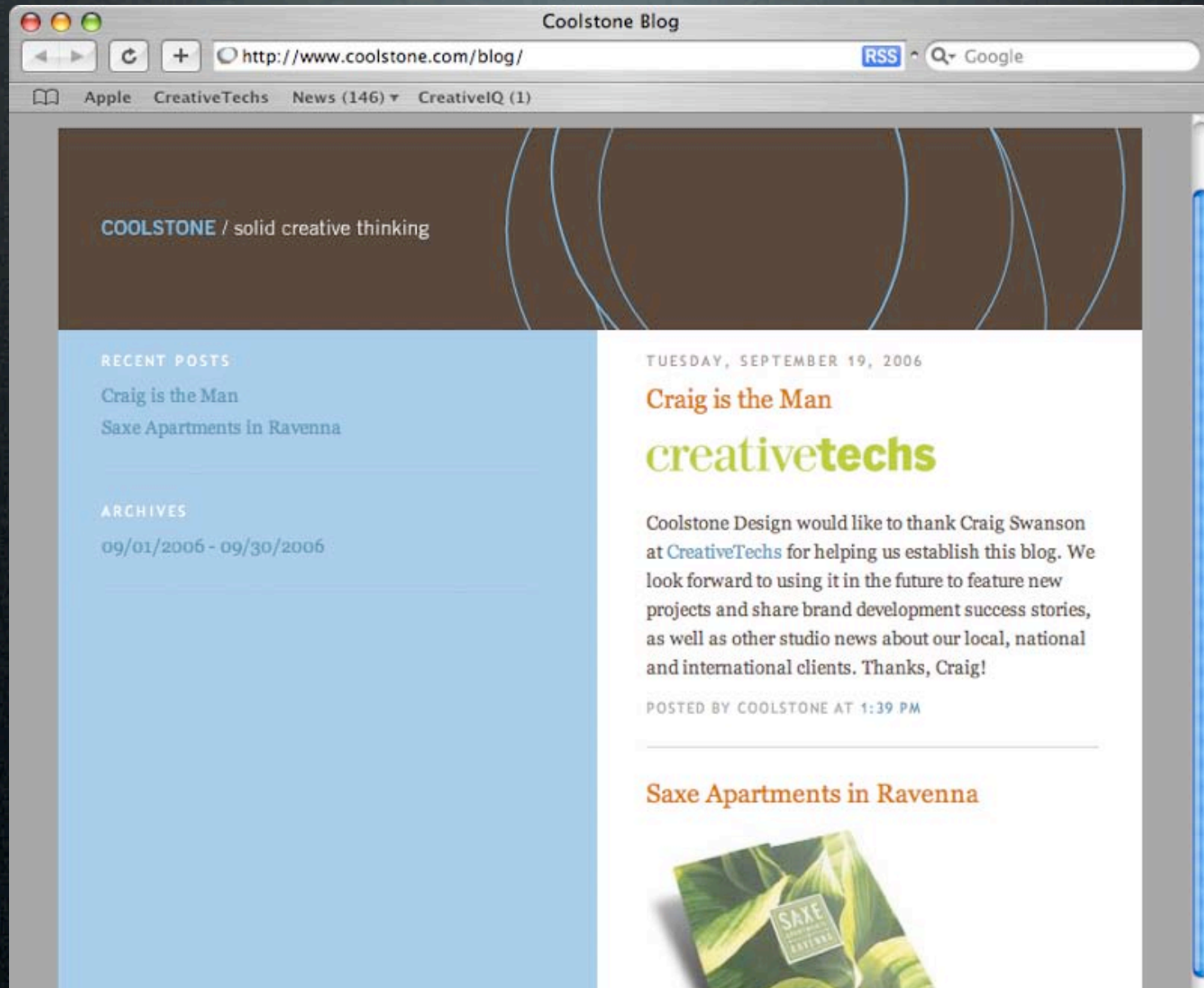
PREVIOUS POSTS

- Chase and ASMP Featured on Apple.com
- Chase Selected Hasselblad Master 2007
- Chase Speaks at the Pro Photo Summit
- Chase Featured on NikonCampus.com in Conjunction with Brooks Institute Talk
- Chase Wins PDN Photo Annual 2006 Award
- Chase to Speak at Brooks Institute of Photography
- Chase Featured in Rangefinder Magazine-"Keeping it Real"
- Nikon Launches D2X Website-- Chase Jarvis Featured in Campaign
- Nikon Announces D2X Camera and "Dream Team" to Represent
- "Cutting to the Chase" - Sudio, Photography & Design Magazine Features Chase

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ARCHIVES

# Examples: coolstone.com



# What's Next?

WHY?

END

# Why Blog? Blogging For Studios.

# What's Missing For Most Studios?

- 1: Easy.
- 2: Fresh.
- 3: Linkable.
- 4: Findable.
- 5: Proactive.

**CREATIVE SERVICES**

**GRAPHIC DESIGN FIRMS RANKED BY 2005 DEVELOPMENT REVENUE**

Media Inc. surveyed more than 200 companies for this year's Graphic Design Firms list. This list was compiled from the returned surveys. To be included in the next survey, please contact Carrie Hecker at (800) 332-1736 or checker@media-inc.com. Media Inc. is not responsible for the validity of the submitted information.

	COMPANY; CITY, STATE PHONE; FAX; E-MAIL; WEB SITE	2005 REVENUE	TOP LOCAL EXECUTIVES # OF FULL-TIME EMPLOYEES	SPECIALTIES	REPRESENTATIVE CLIENTS
1	Hernall Anderson Design Works LLC Seattle, WA 206-467-5800; fax 467-6411 info@hadw.com; www.hadw.com	WND	Jack Anderson Jill Baker Lisa Corney Lisa Atacker Dino	Brand and communications strategy, corporate identity, Web design and development, packaging, corporate literature, trade show exhibit	Holland America Line, Weyerhaeuser, Widmer Brothers Brewery, Space Need Microsch, Eos Airlines, Red Hook Brewery
2	Horton Lantz & Low, Seattle, WA 206-223-0055; fax 223-9665 info@hl2.com www.hl2.com	WND	Tom Horton, partner Dale Lantz, partner Don Low, partner 57	Branding, identity, packaging, collateral, point of sale	Marriott, Seattle's Best Coffee, T-Mo, H&R Block, Vail Resorts, Microsoft, 3
3	CMD Inc., Portland, OR 503-223-4794; fax 223-2430 info@cmdagency.com www.cmdagency.com	10.5m	Phil Reilly, EVP/COO 125	Identity, branding, collateral, PCS, advertising, packaging, integrated marketing programs	Hewlett-Packard, JELD-WEN, Bridgeway, Inport, Cisco, NW Natura
4	Fitch, Seattle, WA 206-624-0551; fax 624-0875 info.seattle@fitchseattle.com www.fitch.com/seattle	WND	Sue Nixon, president/CEO Ray Ueno, CCO 50	Brand strategy and graphic design including investor relations, marketing and sales collateral, naming and identity, video design and production, Web design and programming	adidas, Portland Department of Transportation, Tekronix, Inter Wireless
5	Hanlon Brown Design, Portland, OR 503-944-1000; fax 944-1030 info@hbdesign.com www.hbdesign.com	5.8m	Noma Hanlon, president Sandra Brown, VP 26	Print, Web, interactive, catalogs	Momentum, Microsoft, Xbox, C Motors, Toys R Us, Weber Sh
6	Imagicorps, Redmond, WA 425-869-0599; fax 869-1285 info@imagicorps.com www.imagicorps.com	5.2m	Thomas W. Hutchinson, president 26	Graphic design, 3D modeling, AutoCAD, digital illustration	WND
7	Imagicorps, Redmond, WA 425-869-0599; fax 869-1285 info@imagicorps.com www.imagicorps.com	WND	Mark MacDonald, president 45	Print design and production, storyboards, 2D and 3D animation, motion graphics, compositing, DVD menu design and packaging, Web design	Microsoft, MSN, Gateway, Lexus
8	Victory Studios, Seattle, WA 206-282-1776; fax 282-3535 www.victorystudios.com	WND	Simon Kelly, president 20	Editorial relative to print, online and wireless media, integrated programs	Boeing, BNSF, Group He
9	MRM Partners Seattle, Seattle, WA 206-336-3001; fax 336-3030 www.mrmworldwide.com	WND	Janet DeDonato, Bob Grindelard, Anne Traver, Mary Weisnewski and Dale Hart, principals 20	Brand strategy and naming, visual identity systems, annual reports and investor Web sites, collateral, corporate Web sites and interactive demos Gates Foundation, Washington Mutual,	Outrigger and OHANA Nike, Tektronix, Ziba
10	Methodologie, Seattle, WA 206-623-1044; fax 625-0154 info@methodologie.com www.methodologie.com	4.5m	Jim Fletcher, chief officer of account and creative services 50	Full-service creative and technology agency specializing in graphic and interactive media design, e-commerce development, system integration and Internet application development	Microsoft, Holland A Make-A-Wish Found Avanade
11	opus-creative, Portland, OR 503-220-0252; fax 972-0282 jim@opuscreative.com www.opuscreative.com	4.4m	Bill Pedmore, founder/president 65	Integrated offline/online communications	Microsoft, AOL, T Aventail, Envision Robanco, Boeing, Western Folklife
12	PDP, Seattle, WA 206-728-1997; fax 728-1144 info@experiencepop.com	4.2m	Todd Tabbets, president Jayson Jarmon, VP Ben Thompson, CD/VP 34	Seamless integration and application of our clients' print and online design needs	Ameristar Casino Levi's, Millenni Gambie, Param Laurent
13	Lux, Seattle, WA 206-328-9898; fax 328-9899 info@luxworldwide.com www.luxworldwide.com	WND	Tom Girvin, principal Steve Ashbom, CD Chie Masuyama, design director 26	Strategy, story, name, message, identity, environment, print, packaging, interactive	San Francisco Int Asaka Bay Cam LA DOT, South Olympia, Cay of
	Girvin Inc., Seattle, WA 206-674-7808; fax 674-7909 info@girvin.com www.girvin.com	3.5m	Carolyn Anderson, president Bob Proada, VP Don Sellars, VP 16	Branding, environmental graphics, marketing communications, advertising, information design, Web design	PacificSour LWO Corp Nursing, P Peterson
	Media Inc., Bellevue, WA 206-467-5800	3m	Marie Levitt, president	Brand development, strategic marketing and advertising	Synartic

Tour of Seattle's  
Design Studio  
Websites...

# Fresh:

## How current is news?

04.2004 - Tahitian Noni Re...  
19.2004 - Redesigned Web Site  
04.27.2004 - Awards in Three International Competitions  
02.19.2004 - New Coffee Experience  
01.15.2004 - Top Awards  
11.14.2003 - Onslaught  
08.05.2003 - Brand for New Microbrew  
ing for Popular

### Press Releases

1.1.04

RocketDog Communications Earns Two Merit Awards at the 2003 Seattle Show

10.20.03

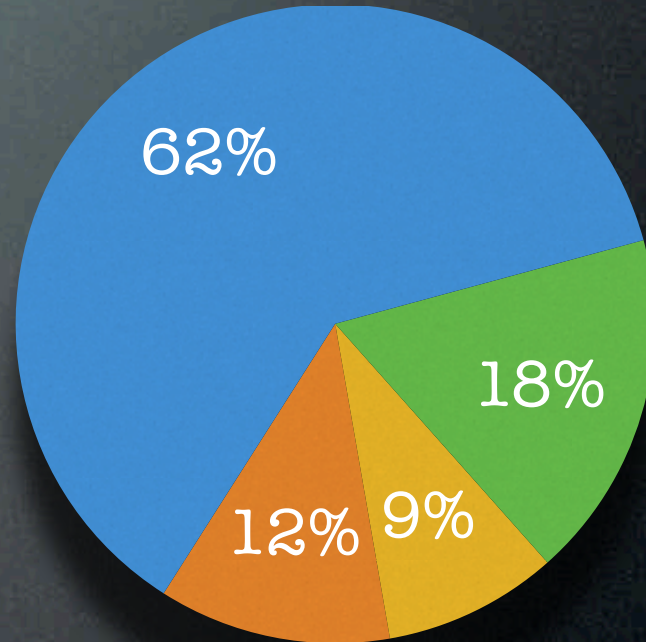
Rocketdog Communications completes a variety of projects

7.15.03

RocketDog Designs Award Winning Annual Report

6.13.03

RocketDog Communications Wins Business from Highline Community Hospital, TalkingRain Beverage Company, and Redmond Smiles



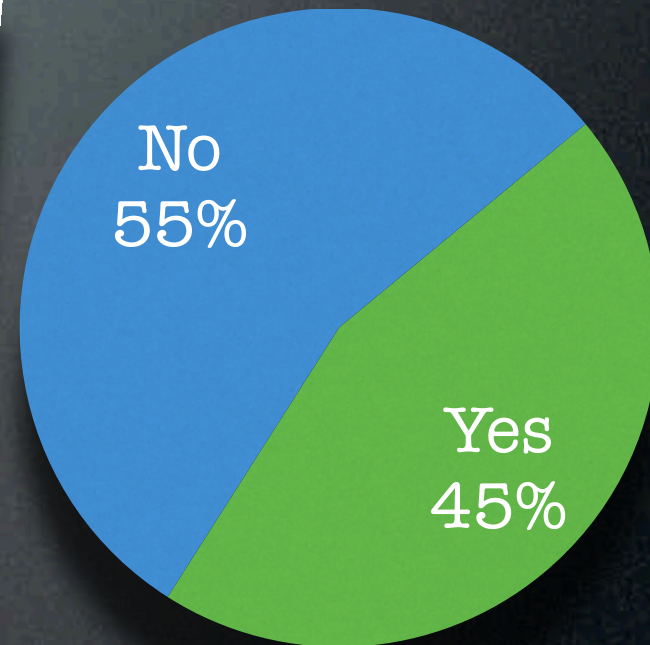
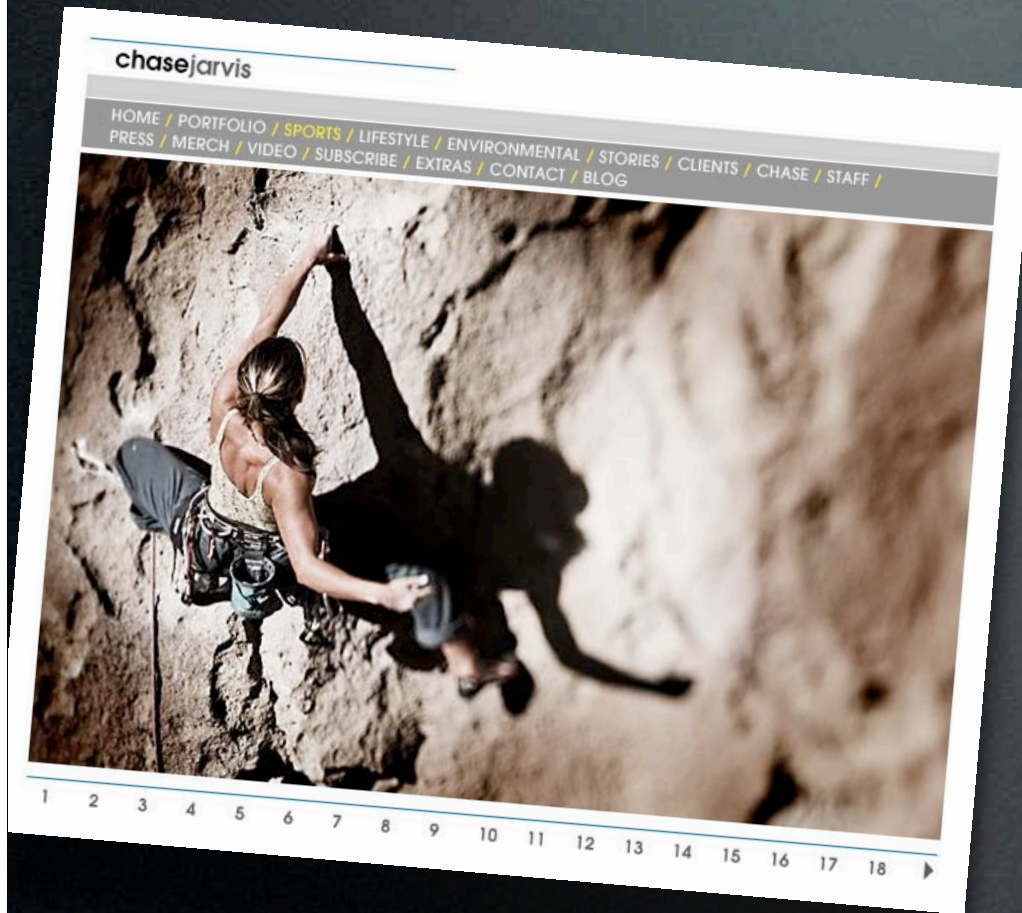
- Over a Year Old
- 6 Months Old
- 3 Months Old
- 1 Month Old

06.10.2005 - Hornall Anderson Design Works Takes Design to Skies  
01.18.2005 - Hornall Anderson Design Works Re-designs Widmer Brothers Seasonal Beer  
06.17.2005 - HADW Moves to Brand New Home

April 10, 2004  
New Accounts and Projects for Hansen Design Company: BeautifulPlaces, Make the Dash Count Foundation and Sclater Architects  
April 9, 2004  
Hansen Design Company Completes Projects for WrightPrice, Microbrewery, Gibbons Lane Winery  
February 13, 2004  
Hansen Design Company  
January 15, 2004  
Hansen Design Company

# Linkable Test:

## Can I link a single page?



# Searchable Test: Can Google search me?

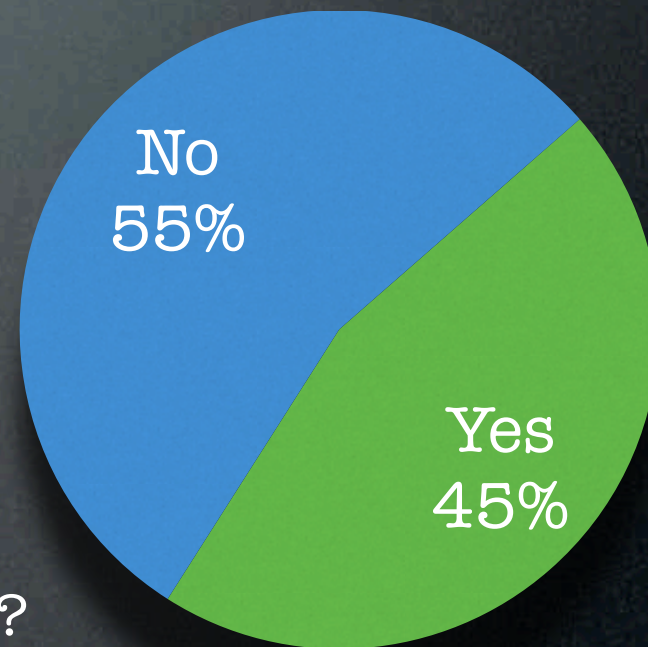
The Google Test:

site:example.com

Sample Searches:

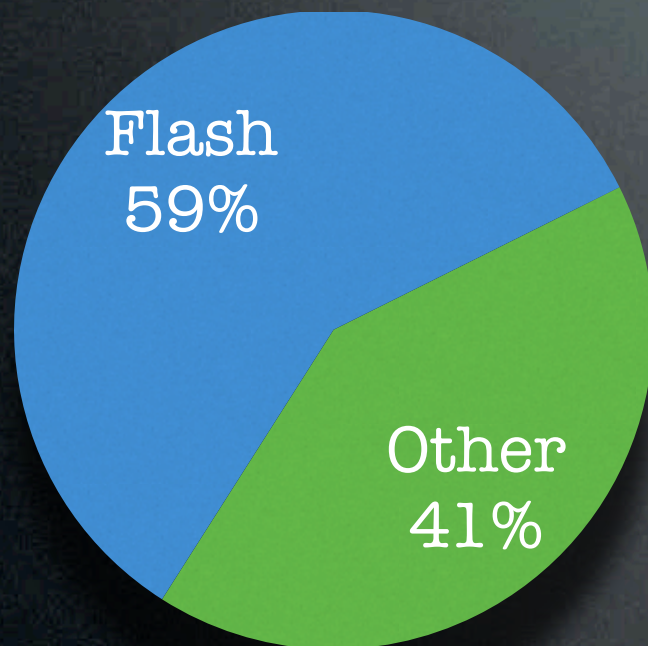
Safeco Annual Report?

Shurgard Annual Report?

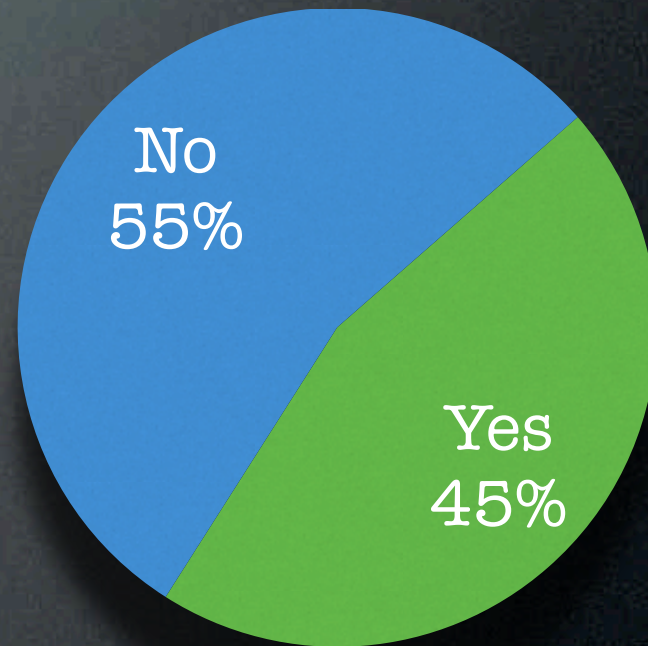


# The Problem with Flash:

Flash-Based  
Sites



Linkable-Searchable  
Sites



Start Blogging...