INDUSTRY EXPERIENCE

Manufacturers
- Plastics Injection Molder
- Display Rack Manufacturer
- Metal bar grinding shop

Distributors
- Industrial Distributor
- Food Broker/Distributor
- Glass Fabricator/Distributor

Contractors
- Mechanical Contractor
- Steel Fabricator
- Roofing Contractor

Law Firms
- Workers' Compensation
- General Practice
- Personal Injury
- Criminal Defense
- Insurance Defense
- Business Litigation

Medical Practices
- Orthopedic Surgeon
- Family Practice
- Dental
- Physical Rehabilitation

Retail Stores
- Sporting goods
- Women's Clothing
- Safe & Lock

Interior Designers
- Residential
- Commercial

Professional Service
- Financial advisor firm
- Architectural firm
- Marketing/Communication firm
- Business valuation firm
- Advertising Agencies

Others
- Real Estate Developer
- Art gallery
- Writers

BIOGRAPHICAL INFORMATION

Joe Vangsness began work as a computer operator and programmer while pursuing a degree in business at the University of Illinois in Champaign. He has worked in software development in several capacities in large corporations following college. He began consulting to small business in 1990.

Corporate Experience
- Union Carbide Corporation
- Time, Inc.
- United States Gypsum Company
- Board of Trade Clearing Corporation

Education
- University of Illinois ▪ B.S. in Management
- University of Pittsburgh ▪ Grad. Business School
- University of Chicago ▪ Grad. Business School
- Columbia College ▪ Certificate in Web Design
- Truman College ▪ Certificate in Web Design
- University of Chicago ▪ Internet Marketing Strategy

Involvement
- Organizer - Small Business Technology of Chicago
- Co-founder - Chicago Self Publishing Group
- Past Board Member - Univ. of Chicago Track Club
- Past Board Member - Chicago Computer Society
- Past President - Palette & Chisel Academy of Fine Arts
- Fox Valley Drupal User Group
- Chicago Web Professionals
- Chicago Content Strategists
- Chicago User Experience Strategy Group

Teaching Experience
- DePaul University School of Business
- DePaul University Grad. School of Business
- Triton College
- Purdue Univ. - Calumet Entrepreneurship Center

CONTACT INFORMATION

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WEB STRATEGY ▪ DESIGN
DEVELOPMENT ▪ SUPPORT

VANGSNESS CONSULTING INC.
BUSINESS & TECHNOLOGY CONSULTANTS

833 WEST CHICAGO AVENUE SUITE 204
CHICAGO, ILLINOIS 60642
(312) 455-1126

APPROACH

Services
Web Strategy   Design   Development   Support

Focus
Small Business   Non Profits   Professionals

Results
Effective   Affordable   Maintainable   Mobile

Small businesses, professionals and non profits often face a challenge finding a Web design firm that can provide the range of skills and expertise needed for an effective Web site they can afford.

Larger digital agencies who have the range of skills may cost too much. Freelance Web designers may be affordable but may not offer all of the services needed for a successful Web site project.

Joe Vangsness has developed and provides the services that are necessary for a successful web presence. He offers those services at an affordable price.

Some of the most common situations we are asked to address:

- Need a new Web strategy and Web site
- Need someone to support their site
- Need an update for the site
- Need more results from the site
- Need more qualified traffic to the site
- Need more engagement and conversion
- Need web analytics installed and studied
- Need search engine optimization (SEO) added to the site

INTERNET MARKETING & WEB DESIGN SERVICES

Web Strategy
Begins with a look at business and marketing strategy, user personas and goals for the site.

Focus on five strategies:
- Get visitors to the site
- Engage visitors
- Convert visitors into customers
- Retain customers
- Turn customers into evangelists

Design
- Content strategy
- User experience (UX)
- Search Engine Optimization (SEO)
- Design for effective use on mobile & desktops

Development
Technology options for different client needs:
- Drupal Content Management System
- WordPress
- SquareSpace

Support
- User training and support
- Security reviews
- Software maintenance and upgrades
- Reports on site performance (Google Analytics & other metrics)
- Periodic review of where the site performs relative to competitors or similar businesses

INFORMATION TECHNOLOGY SERVICES

Information Technology Strategic Plan

Custom Software Design & Development

Software Evaluation

Project Management

Disaster Recovery Planning

Business Continuity Planning

Software Expertise

- Drupal Content Management System
- Salesforce CRM
- Act CRM
- Crystal Reports Report Writer

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