



BRASS RING
CONSULTING
GROUP

www.brassringconsult.com
(323) 850-1812

Portfolio

We've been developing custom software applications for 20+ years, but here are just a few of our more recent website and marketing-related projects.

Most recently serving as North America Head of Marketing & Web Development for a \$4 billion global retail travel company, our past work has taken us through numerous industries and business models -- and provided a wealth of experience that we can extend to you.

Whether building new systems from the ground up, or enhancing existing systems, we've always approached each project and partnership with a forward-looking eye:

- using cutting-edge marketing strategies and tactics proven to boost sales & engagement
- providing a fulfilling, rewards-driven customer experience
- and by improving productivity with business automation

To accomplish this, there is as much – or more – going on *behind the scenes* of our work as there is at the front-end. *What you get is MORE than what you see.*

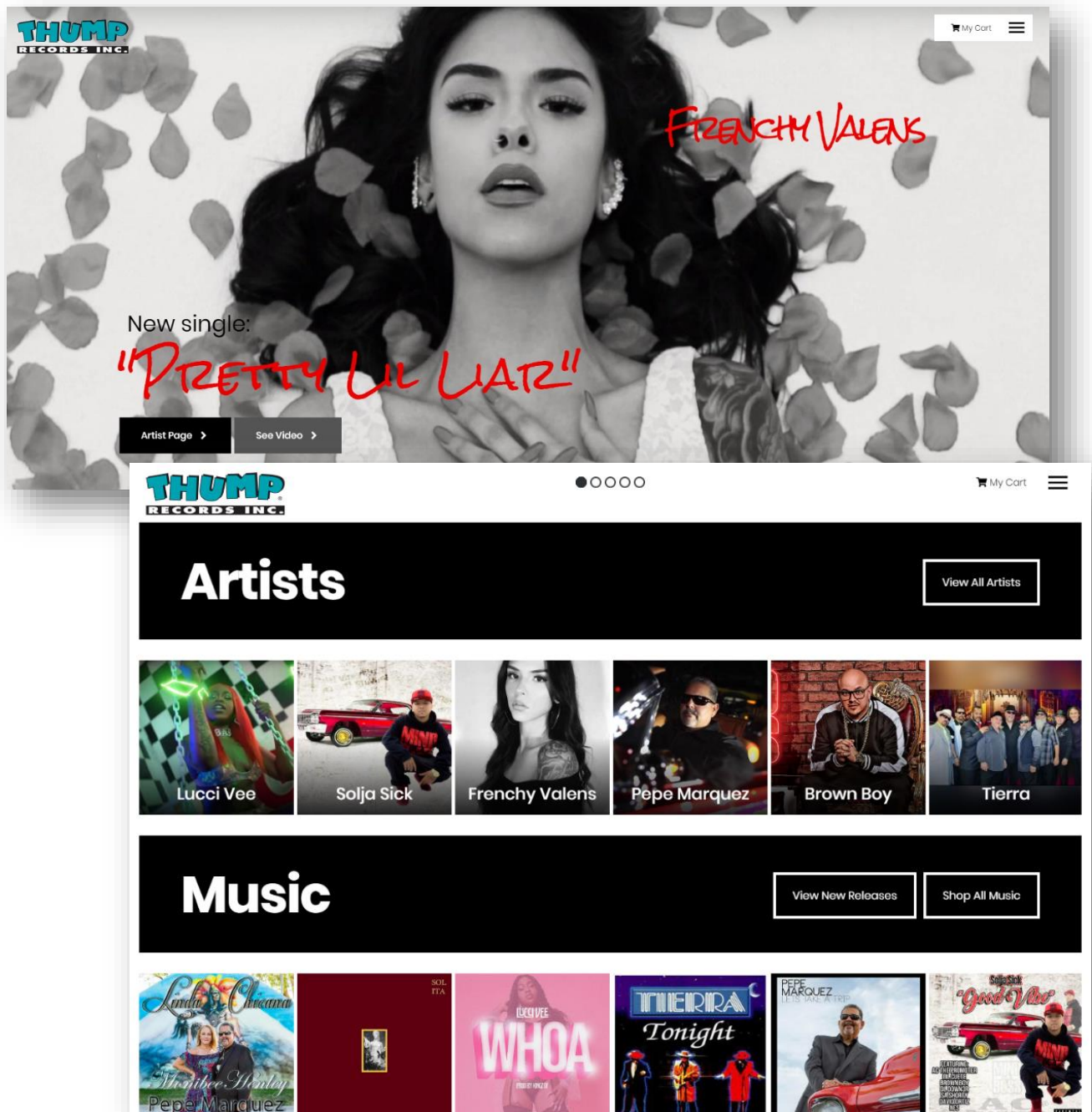
We have used online technology to acquire a 360-degree view of the customer to more clearly understand their needs and increase sales... we've given customers reasons to stay loyal so they keep coming back... and we've made our clients' lives easier so they can *do more with less effort.*

Thump Records (Universal Music Group) – Website

Here is a website we recently built for a record label under Universal Music Group we have a partnership with – **Thump Records**, in the music business since 1990. This is a good example of a full-scale e-commerce site where we built and continue to maintain everything from content to graphic art to e-commerce, with marketing automation running behind the scenes. As an overhaul to an older website, **the new website more than tripled web traffic and increased sales by over 300% in just the first month.**



<https://thumprecords.com>

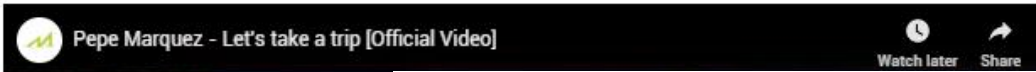


Linda Chicana (with Monibee Henley)



Download Song \$1.29 Download Video \$1.99

Let's Take A Trip



FRENCHY VALENS

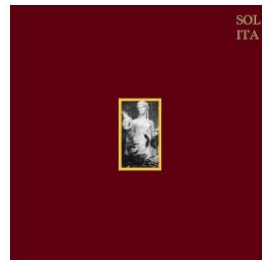
ALTHOUGH SHE FIRST ENTERED THE WORLD OF MUSIC WORKING ON RAP AND HIP-HOP PROJECTS, FRENCHY VALENS IS NOT ONE TO BE LIMITED TO ONE GENRE. MUSICAL VARIETY IS REFLECTED IN HER WORK, WHICH VENTURES FROM CLASSIC OLDIES TO LATIN FAVORITES TO ORIGINAL POP-EDM SONGS. BUT WHAT MAKES FRENCHY SPECIAL IS HER UNIQUE ABILITY TO "PHRASE" THE LYRICS AND MAKE THEM HER OWN REGARDLESS OF THE GENRE.

SHOP

FOLLOW

FACEBOOK

Music Videos Biography Upcoming Events



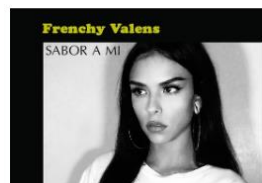
SOLITA
RELEASE DATE: 2020
▶ 1 Solita

BUY TRACK \$1.29



PRETTY LIL LIAR
RELEASE DATE: 2020
▶ 1 Pretty Lil Liar

BUY TRACK \$1.29



SABOR A MI
RELEASE DATE: 2019
▶ 1 Sabor A Mi

BUY TRACK \$1.29

Clothing

[Back to Shop Home](#)

Select product categories

Select product categories

Product tags

Search Keyword and hit 'Enter' **SEARCH**

Showing 1-16 of 87 results

Sort by latest



Caps



Hoodies



Other Clothing



T-Shirts



Freestyle Concert T-Shirt - Women's Sizes

\$25.00 - \$30.00

Select options



Freestyle Concert T-Shirt - Men's Sizes

\$25.00 - \$30.00

Select options



LBC Concert T-Shirt - Women's Sizes

\$25.00 - \$30.00

Select options



LBC Concert T-Shirt - Men's Sizes

\$25.00 - \$30.00

Select options

Old School Red Car T-Shirt



\$19.99 - \$24.99

Old School Red Car T-Shirt, 100% cotton proshrunk, choice of black or white

Size Choose an option

Color Choose an option

1 Add to cart

SKU: TSHIRT-OS-RED-CAR

Shop other... [Clothing, T-Shirts](#)

Tag: [Old School](#)

SEARCH

Search Keyword and hit 'Enter' **SEARCH**

RECENTLY VIEWED PRODUCTS

[Old School Bundle](#)

\$49.99

[Old School "All Night Long" T-Shirt](#)



Additional information

Size SM, MD, LG, XL, 2XL, 3XL, 4XL

Color Black, White

You may also like...



E-commerce Built for Speed

With so many "moving parts" and media-rich pages, e-commerce pages are notoriously tough to get loading quickly. And with search engines like Google paying such close attention to page load speed and "web vitals", it's more important than ever to optimize e-commerce sites.

We achieve top-quality results on product pages...

GTmetrix Grade

A

Performance

94%

Structure

100%

Web Vitals

Largest Contentful Paint

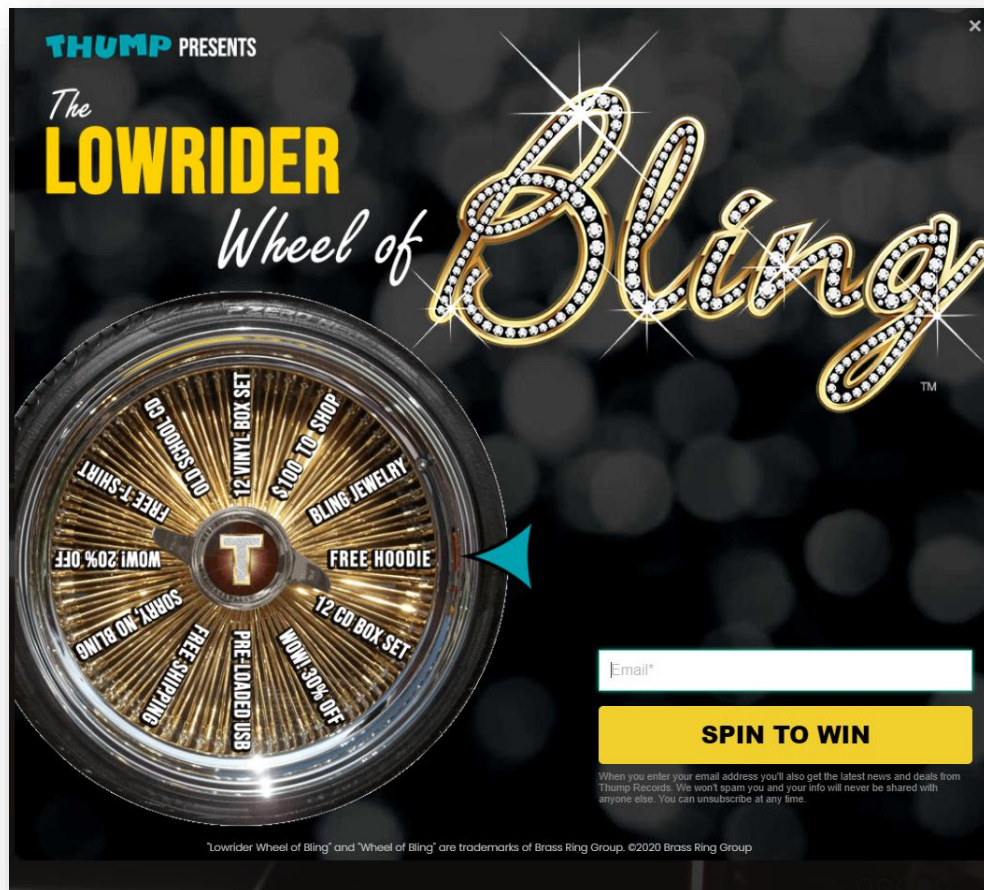
602ms

Total Blocking Time

186ms

Cumulative Layout Shift

0.01



Instead of using third-party (pre-made) engagement & “gamification” tools, *we build our own* which gives us complete control over the branding, functionality and content to create something truly unique – tailored to the client’s industry and market. This high level of customization gives our clients a considerable advantage.

The Lowrider Wheel of Bling popup (pictured above) is a perfect example of this. In exchange for the customer opting-in to receive marketing email communication, they can “spin to win” this animated wheel to get discounts and giveaways. The result is boosted sales, customer engagement, and valuable marketing permission!

Giveaways and discounts are purchase-dependent (i.e. “free oldies CD *with a purchase*”) and we have full control over the probability of the customer landing on each prize. We also built a marketing automation system to send emails reminding customers to redeem their prizes before they expire.

Since introducing the Lowrider Wheel of Bling to ThumpRecords.com:

- **Sales lifted over 55% in the first 30 days after implementation**
- A significant marketing opt-in email list has been built and continues to grow (**over 5,000 opt-in subscribers in the first year of deployment**)
- The added engagement has resulted in a major SEO improvement for the website with **bounce rates going from 45% to just 18%**

Brass Ring Consulting Group Website

This is our own website, which includes marketing automation features, appointment scheduling & payment processing, a blog and case studies. API integrations include Meta, Mailchimp, Amelia Scheduling. We've created various WordPress custom post types as well to better organize the content.

<https://www.brassringconsult.com>

BRCC BRASS RING CONSULTING GROUP

HOME ABOUT US EXPERTISE - CASES BLOG CONTACT US

Cutting Edge Consulting Services
from the **Top Firm** of seasoned
Professionals & Entrepreneurs
(not "career consultants")

You're invited to the inner circle of the Brass Ring.
Get a FREE consultation
from a member of our Award Winning Team.

GET YOUR FREE CONSULTATION!

ANALYTICS E-COMMERCE FINANCE LOYALTY MARKETING TECHNOLOGY

E-COMMERCE PRODUCT SEO
June 18, 2022
Learn how we transformed an e-commerce store into a "superstore" for a successful dirt bike part retailer, converting 350 core products into 200,000+ SEO-optimized product pages for a 227% increase in weekly organic search traffic.
[Read More >](#)

REDUCING INVESTOR RISK IN TV PRODUCTION
May 20, 2022
A creative investment vehicle that resulted in a successful capital raise.
[Read More >](#)

ALGORITHMIC REVENUE OPTIMIZATION
May 20, 2022
Using algorithms and data to maximize profit margins and stay competitive.
[Read More >](#)

TRANSFORMATIONAL TRAVEL MARKETING
May 20, 2022
Marketing "engine" for travel promotions gives a big boost to leads, SEO and content.
[Read More >](#)

1 2 NEXT

Marketing today has become incredibly technology-oriented. To stand out from the crowd and hit your sales targets, you need a full-service **Marketing Consultant** partner who knows traditional marketing and brand-building as well as the very latest digital tools and strategies. That's where we come in.

Understanding what your market needs and creating a consistent brand identity across all channels of communication is critical. But that's just the start. In today's fast-paced digital world, your target market is a moving target. Success requires constant testing and tailoring your marketing message—down to the individual.

We act as your outsourced Marketing team (or an extension of your existing team) to create systems that transform your business by empowering you to truly *know your customer*. We also leverage our experience to work *holistically*, knowing that your marketing strategy needs to align with every aspect of your business—from product strategy to operations to finance.

- B2C and B2B
- Personalization, A/B Tests
- Digital & Print Advertising
- Competitive Analysis
- Loyalty, Affiliate & Referral
- Email Marketing Strategy
- Distribution Channels
- Marketing Automation
- PR, Social Media & Content
- SEO, SEM & Analytics
- Lead Nurturing & CRM Systems
- Direct Mail Campaigns

We've won numerous **awards** for our marketing work and built marketing platforms reaching over 22 million consumers. No job is too big or too small! **How can we help you?**



We knew we needed to hire strong, outside talent to help us manage our rapid growth as we were turning a little \$4 million travel agency into a \$325+ million travel management company with five lines of business. Brass Ring Consulting Group not only quickly redesigned and rebuilt our enterprise marketing strategy, but also had vision and skills across the entire organization... they could be relied upon to understand complex needs and execute plans to high standards that surpassed my expectations.

Joe McClure
President - Montrose Travel (now Corporate Travel Management)



Highlighted Services

Digital Marketing Services

COMPREHENSIVE SERVICES.

"Digital Marketing" combines several services in a customized way that fits your business -- it's not "one size fits all."

[Read more...](#)



Contact Us

We are headquartered in Downtown Los Angeles, but are equipped to address the needs of clients everywhere with offices at over 3,000 locations around the world.

Call Us

Phone
323.850.1812

Our Location

Brass Ring Consulting Group
City National Plaza
515 South Flower Street
18th Floor
Los Angeles, CA 90071

Social Media



Photos



Write Us

I'm not a robot

[REACH OUT](#)

Book Services

Choose from some of our services and book online now

Want to book services RIGHT NOW?

CONSULTATION

FREE Consultation

Consultation 1h 1 On

About Service

IF YOU'RE NOT YET A CLIENT: Reach for

Share your business challenges and nee

Date & Time

X

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

June 26, 2024 - 2:30 PM

2:30 PM - 3:30 PM

3:00 PM - 4:00 PM

3:30 PM - 4:30 PM

4:00 PM - 5:00 PM

4:30 PM - 5:30 PM

5:00 PM - 6:00 PM

5:30 PM - 6:30 PM

6:00 PM - 7:00 PM

Continue

From the blog...



Guide to SEO Marketing Services

MAY 20, 2022

What makes SEO marketing services effective? What does SEO stand for in marketing? What businesses does it work best for? Are there drawbacks to SEO? We answer questions like these.

[Read More >](#)



What is Marketing Automation?

MAY 13, 2022

What is marketing automation and what can it do for you? Is your business ready for a marketing automation? What should you look for in a marketing automation platform? We answer these questions and more.

[Read More >](#)



Inbound vs Outbound Marketing

MAY 6, 2022

Inbound vs outbound marketing: what are the pros and cons of each, and how can both approaches be combined for better marketing?

[Read More >](#)



10 Top Components of a Business Plan to Lead You to Success

APRIL 29, 2022

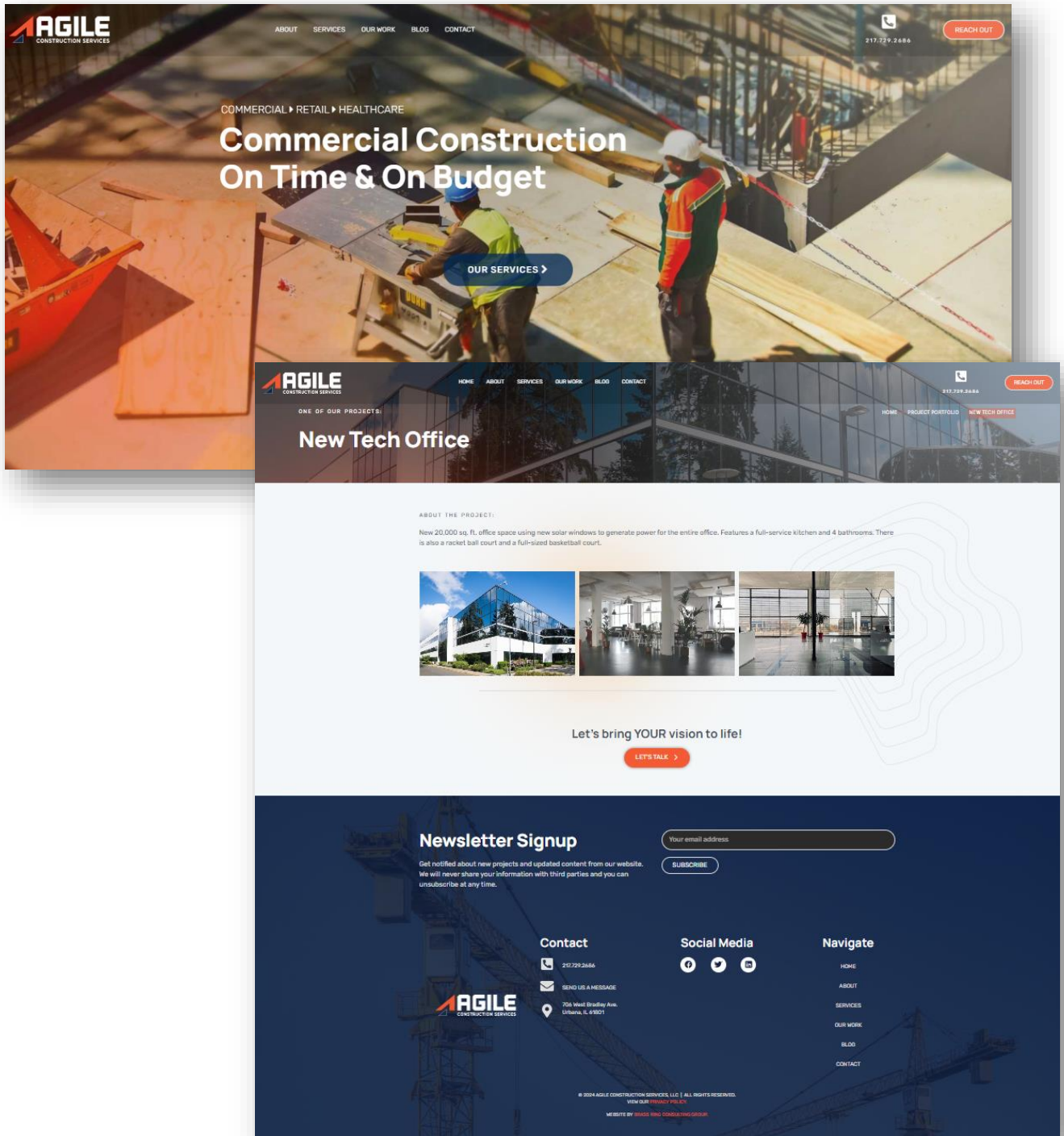
If you've never written a business plan before, what do you include to make it successful? Make sure to include these components of a business plan.

[Read More >](#)

Agile General Contractors Website

Agile General Contractors (<https://agilegeneralcontractors.com>) is a showcase website for a new Midwest general contractor firm.

Note as of June 2024: while the website is complete, the client has not yet provided content for team bios, project portfolio, testimonials, or any blog content beyond what we wrote (see [6 Ways A General Contractor Reduces Costs](#)). So, what you will see on the website includes a lot of placeholder content, but you will get a good idea of how the website looks and works.



FEBRUARY 10, 2023 | Popular

The cost of a construction project depends primarily on the time, human resources and raw materials needed for the build. But here are six important aspects of the project we also consider to make your budget go further.

Building The Right Team For The Job

Selecting the right team of workers for the job seems like a "given" for any project, but large construction projects are special in terms of selecting the personnel qualified to take on the project's unique challenges. A general contractor will carefully assess each team member's qualifications as they relate to the needs of the job.

But a lesser-known fact is that a great general contractor is not only a great manager, but also a great coach. General contractors need to make sure the skill sets of their team of specialists is fully up-to-date. This can mean encouraging further education and certifications, and also enabling more experienced workers to share their knowledge with less experienced ones.

The bottom line is: when workers do their jobs with confidence, cost savings will follow.

Planning, Re-Planning, and More Re-Planning

As the saying goes, "If you fail to plan, you plan to fail."

There are many things a commercial general contractor will plan for over the course of a project, and it's important to know that plans can (and sometimes *should*) change as things progress. While the end goal remains the same, sometimes the road to getting there encounters some deviations, and deviations cause cost overruns! So the job of a good contractor is to minimize the impact of common causes of deviations.

Weather is a major factor that a general contractor needs to consider. The optimal use of materials, equipment and workers often depends on weather conditions. As such, weather forecasts are regularly reviewed and adjustments made accordingly to the work schedule. Prevailing weather conditions are often a factor in determining when to even start a project. For instance, few projects are started in fall and winter months because of weather.

Aside from the seasonality of weather, a general contractor will also identify the best time to start a project depending



General Contractor Services You Can Rely On

From new builds to renovations, we bring commercial and institutional construction projects to life.

And our years of supplier relationships plus our self-performed subcontractor services bring your costs down!

ABOUT US

LET'S TALK


Let's bring your project to life!
LET'S TALK >

Our areas of focus



Commercial & Office properties

Today's business world moves at a fast pace, so we meet the challenge with a firm grasp of changes in technology and with the use of lean project management practices.

We work collaboratively with all project stakeholders to ensure your facility will be ready to occupy as planned and continue serve your business or organization for its lifetime.



Retail properties

The look and feel of a retail space is of critical importance, so our focus is on the design and construction of the space with a full understanding of your business and its environment.

We undertake a variety of retail projects, including ground-up retail construction, demolition and rebuild of retail structures, and storefront remodeling & renovation of existing spaces.



Healthcare properties

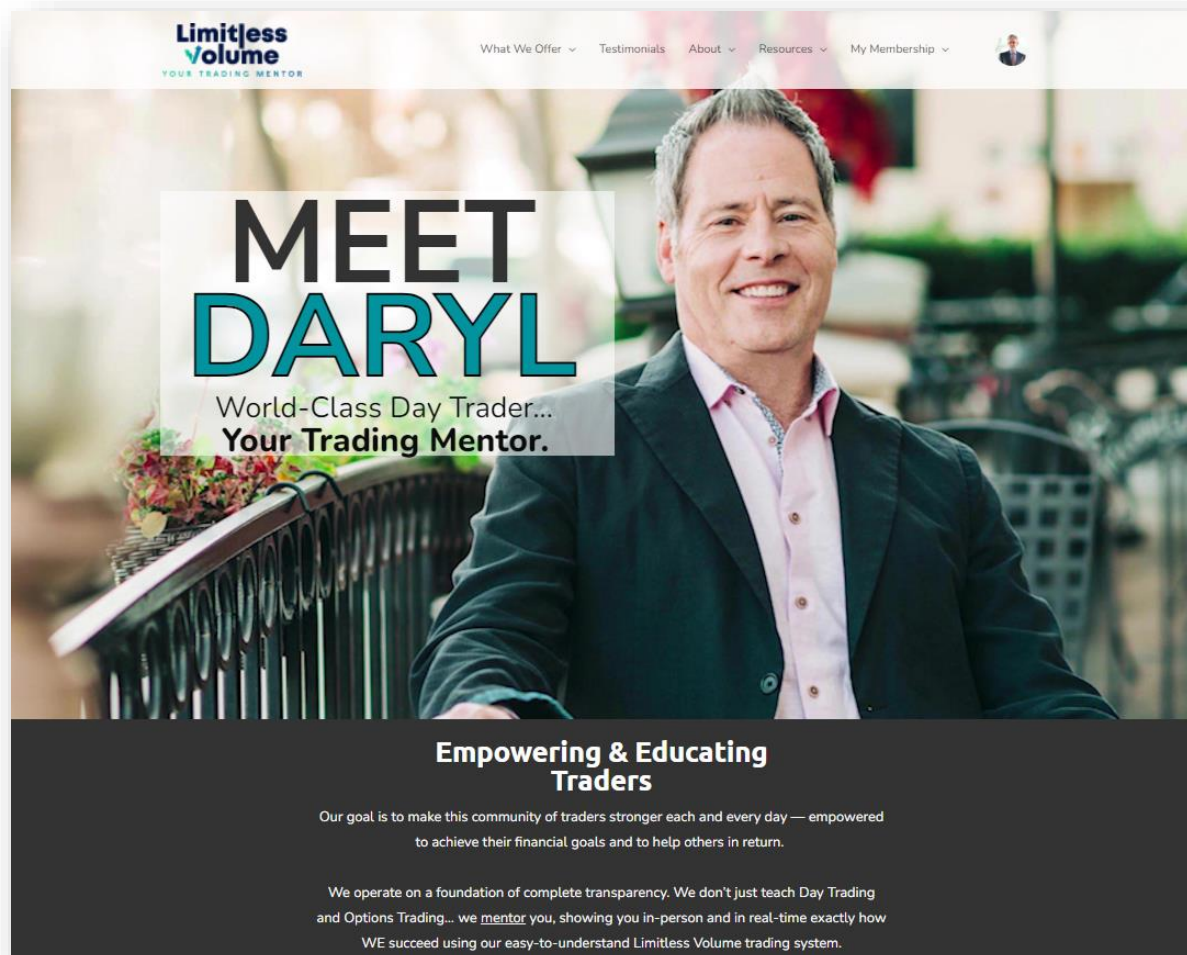
We understand the structure, design and requirements of Healthcare / Medical facilities are different from other types of commercial buildings.

In compliance with medical building standards and regulations, we consider infrastructural resiliency, patient safety and accessibility, and even the ways people move through the building during treatment cycles per your requirements.

Limitless Volume – Day Trading e-Learning Membership Website, Custom Branding, and Content

Limitless Volume (<https://limitlessvolume.com>) is an e-learning and membership website for stock day traders led by day trading guru Daryl Morse. **The new website grew the number of subscribers from 28 (old Wix website) to 168 – a 6x increase!** The website features:

- Multiple membership options, including trial memberships
- Multiple online courses with text and instructional video as well as one-on-one live video mentorship as the student progresses
- Downloadable resources for members, including an e-book we created to induce prospective members to sign-up for a free trial membership
- The ability for students of certain membership types to schedule mentorship sessions with Daryl or others on Daryl's team with certain specializations (like tech support)
- Gated access to Daryl's daily live trading room (Zoom session), restricted to a specific membership level
- A "trade tracker" feature that alerts members of new trades as they're being made via SMS, device notifications and email, with an online portal for members to view current and past trade details
- Members have access to live (Zoom) classes and access to archived video of past classes.
- Private messaging between mentors and members
- Full integration with HubSpot CRM to track prospects and members alike.



Limitless Volume
YOUR TRADING MENTOR

What We Offer ▾ Testimonials About ▾ Resources ▾ My Membership ▾

MEET DARYL

World-Class Day Trader...
Your Trading Mentor.

Empowering & Educating Traders

Our goal is to make this community of traders stronger each and every day — empowered to achieve their financial goals and to help others in return.

We operate on a foundation of complete transparency. We don't just teach Day Trading and Options Trading... we mentor you, showing you in-person and in real-time exactly how WE succeed using our easy-to-understand Limitless Volume trading system.

Limitless Volume
YOUR TRADING MENTOR

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Live Trading & Training

Home » Live Trading & Training

“
Limitless Volume - live trading room, live training, live profits... no B.S!
Daryl Morse, Founder of Limitless Volume

[Tweet](#)

Live Trading Room

Something that distinguishes Limitless Volume is the transparency of our Live Trading room. Everything we do is live in real time in addition to having access to Daryl to help you master your trading abilities – right here, daily, in our Live Trading Room. (Accessible via Zoom.)

Through years of market experience we have mastered a successful and simple trading system. Each morning our trading team discusses stocks in-play and plans out our strategies for the day. We have filtered out all the guesswork and developed a system that focuses on low risk and high reward trading setups.

Not a member yet? Get access with a FREE 7-Day Limited

Want to see how we trade?

Check out these videos to watch a live recording of Daryl's screen from our live trading room.

Morning Session 1-30-2020 | Live Trades on AMZN and TSLA 6-2-20

Limitless Volume
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Live Trading Room

Home » Live Trading Room

The online Live Trading Room opens daily (M-F) at 9am Eastern U.S. Time as a Zoom session.

Upcoming Live Trading Sessions

For details on accessing a live trading session, please click on an upcoming session in the weekly calendar below. Next week's sessions will be listed starting Saturday of the current week.

MAY 1 - MAY 8, 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7

06 VIRTUAL EVENT
LIVE TRADING ROOM
9:00AM - 4:15PM (EASTERN TIME)

EVENT DETAILS

9:10am-9:29am (Eastern Time): Pre-Market with Beau Warlick (Mon) and Daryl Morse (Tues-Fri)
9:30am-11:00am (Eastern Time): Live Trading (Mon-Fri)
12:45pm-1:30pm (Eastern Time): 1pm Pop Trading (Mon-Fri)

VIRTUAL EVENT DETAILS

[JOIN THE LIVE STREAM](#)
[JOIN THE EVENT NOW](#)

[My Sessions](#)

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Options Trading Membership

Home » LTOT Membership

Sign up for the 14-day FREE limited trial or jump right in with the full membership and get started on the path to Long Term Options Trading success today!

FREE 14-Day Trial

Get started

FREE

14 days limited access

- Access to Lessons 1 & 2 of our Long Term Options course
- Access to our Trade Tracker -- get alerts on each trade we make
- Receive 2 weekly newsletters with valuable analysis, advice and trade setups

[Sign Up FREE](#)

Long Term Options Trading

Complete access to our Long Term Options Trading membership

\$7,900

12 Months access (\$5,900/yr. renewals)

- Our full Long Term Options course & related materials
- Access to our Trade Tracker -- get alerts on each trade we make
- Receive weekly newsletters with valuable analysis, advice and trade setups
- Monthly live classes (via Zoom) and archives of past classes
- Admission to our Discord Group Chat to interact with our community
- Tutorial videos

[Sign Up NOW](#)

Book a One-On-One Mentoring Session

Select an available date and then specify a time.

One-On-One Mentoring w/ Daryl (1.5 hour)

Mentor: ● Daryl Morse Date: May 18, 2022

Local Time: 2:30 pm

* First Name: * Last Name:

* Email: * Phone:

[Cancel](#) [Confirm](#)

Limitless Volume
YOUR TRADING MENTOR

Day Trading Course

69% COMPLETE

Pre-Course Assignments

- Step 1: Get Connected
- Step 2: Find a Trading Account
- Step 3: Computer Setup

Level 1: Intro to Day Trading

- Lesson 1: How the stock market functions & what we're watching
- Lesson 2: Using candlestick analysis to trade
- Lesson 3: Indicators
- Lesson 4: Support and Resistance
- Lesson 5: Market Timing
- Lesson 6: Market Events
- Lesson 7: What computer do I need to trade?
- Mentoring Session - LEVEL 1

Level 2: Advanced Concepts

- Lesson 8: Risk Management
- Lesson 9: The Psychology of Day Trading

Vertical Support and Resistance

Day Trading Course > Lesson 4: Support and Resistance > Vertical Support and Resistance

Support and resistance can also be vertical not just horizontal levels.

Moving averages would be one example of vertical support and resistance. Moving averages would be one example of vertical support and resistance further towards one direction.

Channels would be another similar example where the stock is fluctuating further towards one direction.

Even symmetrical triangles are vertical support and resistance.

Figure 4.2 Vertical Support & Resistance

Previous Lesson | Back to Lesson

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Live Classes

Home > Live Classes

Led by Daryl and our mentors, Live Classes delve into a variety of subjects around Day Trading for you to explore. There are two types of classes... **Thursday Night Classes** which focus on Day Trading strategies, and **Tech Classes** which focus on setup and "how-to" use of the trading platform.

Thursday Night Classes (Day Trading)

For details on how to access the upcoming class, click the card below. If this week's class has already passed, you'll see next week's class listed below.

MAY 1 - MAY 8, 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7

NO EVENTS

Tech Classes

For details on how to access the upcoming class, click the card below. If this week's class has already passed, you'll see next week's class listed below.

MAY 1 - MAY 8, 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7

NO EVENTS

Recent Past Classes

Limitless Volume
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Tradestation Resources

Home > Tradestation Resources

If you are downloading Tradestation for the first time we recommend that you use the "Full Tradestation Backup" file to quickly download all the workspaces listed below onto your Tradestation desktop platform. If you are just missing a workspace, each one is available for individual download below the Full Tradestation Backup.

Check out the videos below for instructions...

Restoring Tradestation from a backup file

Adding a Workspace to Tradestation

Full Tradestation Backup Tradestation 10

This file contains a complete backup of the Tradestation 10 system file and all workspaces (individually shown below).

NOTE: This is a ZIP file and needs to be unzipped/extracted after it has been downloaded to access its contents.

[Download ZIP File](#)

Full Tradestation Backup Tradestation 9.5

If you are setting up Tradestation for the first time this backup will provide you with all the workspaces you will need. If you ever need an individual workspace, they are all provided below.

NOTE: This is a ZIP file and needs to be unzipped/extracted after it has been downloaded to access its contents.

[Download ZIP File](#)

Past Classes Archive

“Trade Tracker” Interface

A powerful aspect of the LimitlessVolume.com website is a special “Trade Tracker” tool we built just for the client. It’s a custom-coded WordPress plugin with extensive front-end and back-end features.

A certain class of members has access to an ongoing record of Daryl Morse’s current and past trades. And these members will never miss a trade opportunity if they registered their mobile or desktop devices to receive real-time trade alerts through this system. Our system sends these SMS, device notification, and email alerts whenever Daryl buys, sells, or changes his position in a particular stock or option, or when a particular stock is put on the “watchlist”.

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Get Trade Notifications on THIS DEVICE

Actively Traded Securities

Ticker	Name	Current Status	Last Trade	Detail
FB	Facebook	Entry Trade	2022-02-09 14:00:00	👁
BABA	Alibaba	Entry Trade	2022-01-06 14:30:00	👁
AMZN	Amazon	Entry Trade	2022-01-04 15:20:00	👁

Watchlist Securities

Ticker	Name	Detail
--------	------	--------

Security Detail - Trade Tracker

Home » Trade Tracker Dashboard » Security Detail

NVDA :: Nvidia

Date/Time	Current Status	Trade Type	Price	Detail
2021-10-14 09:30:00	Entry	STOCK	209.31	👁

1m 30m 1h ▾ 📏 📊 📈 Indicators

● NVIDIA Corporation · 1h · Cboe One = D

O 126.74 H 127.03 L 125.10 C 127.01 +0.28 (+0.22%)

Vol 4.292M

127.01

4.292M

On Daryl's side, there is a full featured "admin" interface for recording his trades and positions in the form of a custom interface accessible from the WordPress admin backend.

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Admin - Trade Tracker

Admin » Trade Tracker Admin

Welcome to the Admin Dashboard for Trade Tracker!

Securities

All Securities Active Trading Completed Trading Core Holdings Watching

Ticker	Name	Status	Edit / Delete
AMZN	Amazon	Active Trading	✎ 🗑
BABA	Alibaba	Active Trading	✎ 🗑
FB	Facebook	Active Trading	✎ 🗑
nvda	Nvidia	Core Holding	✎ 🗑

New Security

Trades

Select a security from the dropdown box to only show trades specific to that security, and/or select a trade type using the buttons below to filter to that particular trade type.

All Types Entry Trades Increase Position Decrease Position Exit Trades

All Tickers ▾

Date/Time	Ticker	Current Status	Trade Type	Price	Edit/Delete
2022-02-09 14:00:00	FB	Entry	CALL	8	✎ 🗑
2022-01-06 14:30:00	BABA	Entry	CALL	10.75	✎ 🗑
2022-01-04 15:20:00	AMZN	Entry	CALL	38.90	✎ 🗑
2021-12-29 15:09:00	BABA	Increase Position	STOCK	122.85	✎ 🗑
2021-12-29 14:54:00	BABA				
2021-10-14 09:30:00	nvda				

Limitless Volume
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Trade - Trade Tracker

Admin » Trade Tracker Admin » Trade – Trade Tracker

Enter information on a specific trade you've made. We will automatically send out notifications to members when you enter a NEW trade into the system (we will not send out notifications for edits).

Ticker (required)
BABA
Select from list of Securities you've defined.

Date of Trade (required)
12 / 29 // 2021
MM DD YYYY

Time of Trade
03 : 09 : 00 PM
HH MM SS AMPM

Type of Trade (required)
 Entry
 Increase Position
 Decrease Position
 Exit
 Watching

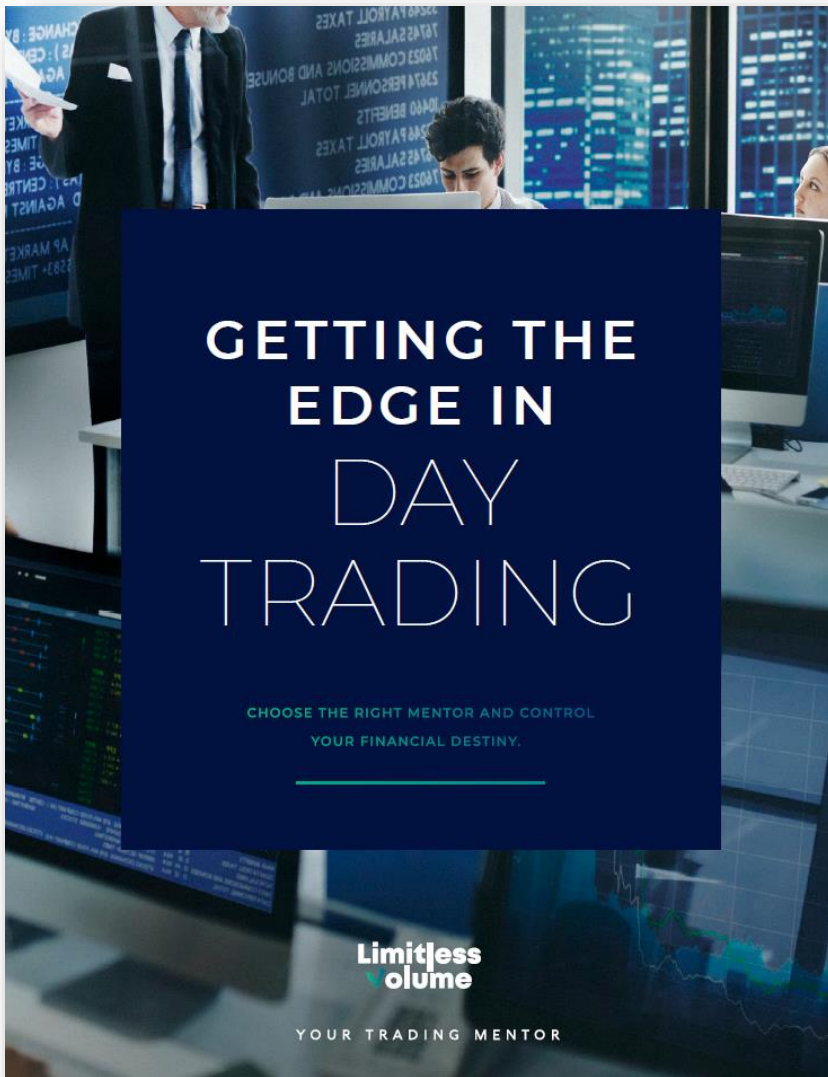
Notes (use CTRL+SHIFT+F to toggle full-screen mode on/off)

File Edit View Insert Format Tools Table

← → Paragraph B I [Text formatting icons]

Branding and Content

To attract prospective members, we created an e-book “Getting the Edge in Day Trading” which is offered for download with the sign-up for a free membership trial via a drip email campaign.



HELLO,

I'm Daryl Morse, Head Trader and Founder of Limitless Volume. I want to first thank you in advance for taking the time to read our e-book!

I created this e-book for people to get a quick idea of who really succeeds in day trading and what it takes to achieve your financial goals in this business. I promise not to waste your time with surface-level facts that most trading companies shove in their audiences' faces while also trying to sell them 50 different indicators and programs. Instead, I'll reveal what it takes to become a successful day trader and pull money out of the markets time and time again.

WHY BECOME A DAY TRADER?

There are many advantages for choosing day trading as a career. The biggest advantage is the financial freedom that comes with executing your trade strategy in a consistent way. You too can make profits each day of the market and shovel them into your bank account as you please, and you can scale-up your profits as you become more proficient.

Equally advantageous is the time freedom that day trading provides -- you choose when and where you want to trade. You will often hear traders in our room say that they have made their money within the first 30 minutes of trading, enabling them to carry on with living their best life for the rest of the day.

Of course, there are other benefits such as:

1. Being your own boss, with no employees, inventory, or business overhead costs to worry about - just a computer and the internet!
2. No continuing education... no professional liability... no licenses needed.
3. Not affected by business shutdowns (such as those due to COVID-19).



USING A RISK-FORWARD TRADING APPROACH

Lots of people ask me what my win-rate is in trading and I always tell them this is the wrong question to be asking. I don't mind answering as most weeks I do have above an 85% win-rate. But it's important to understand that with a risk-forward trading approach, your win-rate is mostly irrelevant. What they should be asking me is my average loss vs. my average gain.

With the trading system we use at Limitless Volume, we are always assessing our risk -- the total amount of money we could lose in any given trade -- before we enter each trade. We focus on finding situations ("setups") where a trade can produce us multiple times the amount of money we are risking.

For example, let's say I find a trading setup and I'm going to risk \$100 on it. I want to make sure that before I take this trade that the setup has the potential to make me 3 or 4 times the amount I'm risking or in other words a \$300-\$400+ dollar profit. This is what allows me to be able to take multiple losses and still come out very much ahead. Occasionally you will also get the home run too that will give you a nice 10x+ run. Even better is you can scale this approach to whatever size you would like to trade. If you want to make \$200 dollars per day or 6 figures per day, it's all possible.

Other examples of content we created include blog articles (no AI used!):

[5 Reasons You Need A Day Trading Mentor \(limitlessvolume.com\)](https://limitlessvolume.com)

[How To Make Money As A Day Trader - Interview With Eric Kreager \(limitlessvolume.com\)](https://limitlessvolume.com)

[Risk Management in Stock Trading - Limitless Volume](https://limitlessvolume.com)

[Best Stock Indicators For Day Trading - Limitless Volume LLC](https://limitlessvolume.com)

[How To Grow A Day Trading Account - Limitless Volume LLC](https://limitlessvolume.com)

[Becoming a successful day trader - Limitless Volume LLC](https://limitlessvolume.com)

Re-branding Limitless Volume

We created a whole new branding look for Limitless Volume. Compare the old and new logos:



We also created a 3D motion graphic intro for instructional videos from Limitless Volume... see it here:

<https://youtu.be/AVeJcYAZzbg>

Howard's House Cleaning -- Website, Custom Admin Features, Branding Video, Review Management, Local SEO

We completely rebuilt the website for **Howard's House Cleaning Referral Agency, Inc.** -- L.A. and Orange County's top-rated maid service, and **more than doubled their business.** Here's a great example of a *custom-built* WordPress site – no templates used – that's highly optimized for **speed and local SEO** without sacrificing things like fun animations, video and marketing features.

(Note: all the content – graphic design, video, website copy -- is our work, including most of the blog content.)

<https://www.howardhousecleaning.com>

Home » Blog



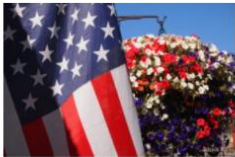
Autumn Food from L.A. and Orange County's Best House Cleaning Agency
September 24, 2020

You're probably thinking, "A blog post about food? What does L.A. and Orange County's best house cleaning referral agency know about food? Well, we know a few things: we like to eat it ALL DAY LONG, we clean up after it ALL THE TIME, and, sometimes, we come up with some yummy masterpieces in the ...
[Read More >](#)



End of Summer House Cleaning!
September 22, 2020

Being that it's officially the last day of Summer 2020, it's time to say goodbye to Summer House Cleaning and say hello to Fall! Hopefully, you have used Howard's to get your maid service in order, so you (a) haven't had to do any of that deep "Summer Cleaning", and (b) you haven't had to ...
[Read More >](#)



Labor Day House Cleaning
September 7, 2020

We all know Mondays can be a drag. Luckily, tomorrow, September 7th, is Labor Day! We all know that Labor Day entails a long weekend. We would rather spend this time enjoying the company of our friends and family. Labor Day also marks the end of summer. Thus, making it even more important to spend ...
[Read More >](#)



House Cleaning During COVID-19
August 22, 2020

COVID-19 has brought plenty of change especially for employees and entrepreneurs. In this new normal phase, most employees work remotely at home. Everyone's at home due to the pandemic. Where does house cleaning during COVID fit within this picture? Keeping your house clean is the first line of defense against disease and illness, and one ...
[Read More >](#)



Activities To Do During Summer (Besides Cleaning Your House)
August 5, 2020

Some of us are taking a precaution against going outside to avoid getting infected with COVID-19. There are families that prefer to stay at home and still enjoy the summer with family. Of course, that means things can get messy, but that's where our services come into play for cleaning your house! So Howard's has ...
[Read More >](#)



(100) Days of Summer
August 5, 2020

Finally, Summer is here! How are you going to spend 100, well technically 93, days of summer? I'm sure you've got tons of plans and ideas. How about house cleaning? I know you don't want to spend the entire day cleaning all the while you could be out with friends or family. When you need ...
[Read More >](#)

1 2 3 ... 19



Home » House Cleaning Laguna Beach



Looking for professional house cleaning in Laguna Beach? You've come to the right place!

We provide house cleaning for Laguna Beach...

Ah, Laguna Beach, one of our favorite beach cities, with so much to explore! It's such an enriching shopping and dining destination — the assortment of galleries, the Pageant of the Masters, the Sawdust Festival...

Spend your time appreciating Laguna Beach and let Howard's House Cleaning Referral Agency, Inc., take care of cleaning your home!

Howard's is the best option for house cleaning in Laguna Beach. Why? We're Orange County's top rated cleaning agency.

We challenge ourselves to refer the perfect maid for every customer. Finding the right maids for your specific needs involves understanding individual strengths of the various professionals available and assigning them to the jobs that best suit those skills. Howard's makes it a point to know the people who are referred by the company so that they are always the perfect choice for each type of cleaning assignment.

We offer the finest house keeping in Orange County — and our consistent FIVE STAR reviews show it!

As the top rated maid referral agency in Orange County, we've been serving residents of Laguna Beach for many, many years. And we've come to know exactly what you expect in a house cleaner: professionalism, reliability, security... and a friendly personality too!

Howard's House Cleaning Referral Agency, Inc. only refers the very best of the best independent domestic housecleaning professionals. We conduct extensive background

Laguna Beach's best source of experienced professional independent maids... Excellence!

First Name* Email*
Phone* City
Bedrooms Bathrooms Sq. Ft.
Message

GET A QUOTE

A Few Google Reviews...

Arlene Werner
I have used many cleaning services and have never been happy with any of them. I used Howard's just today and I am Thrilled! There were two - a mother and daughter, and they did a SUPER job. They went above and beyond what I expected. They were actually 15 minutes early, they brought all their cleaning supplies and trash bags with them, and if they talked at all it was so softly I didn't hear them! It was Wonderful. Can't wait for them to come back! Thanks Howard for selecting this couple!

ezzy rohani
Wonderful experience, last minute call for help on Saturday and got a great cleaner on Sunday. Very happy with results. Thank you

John D
We have gotten referrals from Howard for several years now. The maids are always polite and thorough. Howard is always responsive to our needs and we appreciate his professionalism.

Built for Speed...

GTmetrix performance - Services Page:

GTmetrix Grade ?			Web Vitals ?		
A	Performance ? 95%	Structure ? 93%	Largest Contentful Paint ? 1.1s	Total Blocking Time ? 97ms	Cumulative Layout Shift ? 0

GTmetrix performance - SEO City Pages:

GTmetrix Grade ?			Web Vitals ?		
A	Performance ? 97%	Structure ? 97%	Largest Contentful Paint ? 778ms	Total Blocking Time ? 143ms	Cumulative Layout Shift ? 0.01

Branding Video

Integrated into the website is a video we created about Howard's House Cleaning Referral Agency. You can see it by clicking on the image link here:

<https://youtu.be/1luLzws1WjU>



Business Compliance Tools

Since the business is a referral agency whose cleaning crews are independent contractors, there are **governmental compliance rules** that require the business to maintain specific records of work offered to and performed by those independent contractors. For example, a whole series of documents and agreements need to be in place and signed prior to the contractor beginning work. And then, acceptance or rejection of jobs offered to contractors must be recorded, as well as invoices for those jobs received from the contractors.

So, we built a comprehensive system that automated and streamlined the onboarding documentation process, and then automated the job acceptance/rejection and invoicing processes while maintaining historical records of everything needed for compliance. Records can be exported to Microsoft Excel for archival purposes. Emails to contractors for compliance purposes are automatically sent daily at specific times but can also be re-sent manually by the business operator. These functions are hidden behind a password-protected part of the website.

The top screenshot displays the 'Job Accept / Reject Dashboard' for Howard's House Cleaning Referral Agency, Inc. It features a calendar for May 2022 and a table of job bookings. The table includes columns for Job Date-Time, Booking ID, Service Provider, Status, and Customer.

Job Date-Time	Booking ID	Service Provider	Status	Customer
05/07/2022 09:00am	6433	OC - Olga's Cleaning O.C.	Pending	Bumette, Jord
05/06/2022 11:30am	6341	OC - Marina & Wendy Cleaning _Marina	Accept	Batchelor, Susan
05/06/2022 11:30am	6341	OC - Marina & Wendy Cleaning _Wendy	Accept	Batchelor, Susan
05/06/2022 10:00am	6400	OC - Evelin & Daniel Cleaning _Daniel	Accept	Ray, John
05/06/2022 10:00am	6400	OC - Evelin & Daniel Cleaning _Evelin	Accept	Ray, John
05/06/2022 08:00am	6429	OC - Marina & Wendy Cleaning _Marina	Accept	Yu M.D., Frank Fr
05/06/2022 08:00am	6429	OC - Marina & Wendy Cleaning _Wendy	Accept	Yu M.D., Frank Fr
05/05/2022 04:00pm	6458	OC - Nalleli Reyes Cleaning	Accept	Cihocki, Laur
05/05/2022 12:00pm	6397	OC - Marina & Wendy Cleaning _Marina	Accept	Valentine, Janine + Annie

The bottom screenshot displays the 'Service Provider Invoice Dashboard' for the same company. It features a calendar for May 2022 and a table of invoices. The table includes columns for Job Date, Service Provider, Customer, IDW Accept/Reject, Gross Cost, Commission, IDW Invoice Status, and Actions.

Job Date	Service Provider	Customer	IDW Accept/Reject	Gross Cost	Commission	IDW Invoice Status	Actions
05/05/2022 04:00pm	OC - Nalleli Reyes Cleaning	Cihocki, Laura	Accept	\$540.00	\$378.00 (70.00%)	Received	[Icons]
05/05/2022 12:00pm	OC - Marina & Wendy Cleaning _Marina	Valentine, Janine + Annie "Daughter"	Accept	\$121.00	\$42.35 (35.00%)	Received	[Icons]
05/05/2022 12:00pm	OC - Marina & Wendy Cleaning _Wendy	Valentine, Janine + Annie "Daughter"	Accept	\$121.00	\$42.35 (35.00%)	Received	[Icons]
05/05/2022 10:30am	OC - Evelin & Daniel Cleaning _Daniel	Cameron, Susan	Accept	\$85.00	\$29.75 (35.00%)	Received	[Icons]
05/05/2022 10:30am	OC - Evelin & Daniel Cleaning _Evelin	Cameron, Susan	Accept	\$85.00	\$29.75 (35.00%)	Received	[Icons]
05/05/2022 10:00am	OC - Marina & Wendy Cleaning _Marina	Gray, Allyson	Accept	\$145.00	\$50.75 (35.00%)	Received	[Icons]
05/05/2022 10:00am	OC - Marina & Wendy Cleaning _Wendy	Gray, Allyson	Accept	\$145.00	\$50.75 (35.00%)	Received	[Icons]
05/05/2022 09:00am	OC - Ana Morales Cleaning	Weatherford DVM, Laura	Accept	\$140.00	\$84.00 (60.00%)	Pending	[Icons]
05/05/2022 08:00am	OC - Evelin & Daniel Cleaning _Daniel	Mindiak, Kathy + Mike	Accept	\$150.00	\$52.50 (35.00%)	Received	[Icons]
05/05/2022 08:00am	OC - Evelin & Daniel Cleaning _Evelin	Mindiak, Kathy + Mike	Accept	\$150.00	\$52.50 (35.00%)	Received	[Icons]
05/04/2022 05:00pm	OC - Olga's Cleaning O.C.	Stein, Richard	Accept	\$123.00	\$79.95 (65.00%)	Received	[Icons]

The system integrates via API with the service booking platform **Launch27** to synchronize upcoming jobs and completed jobs, work team assignments, commission rates, job cost totals, client information, etc.

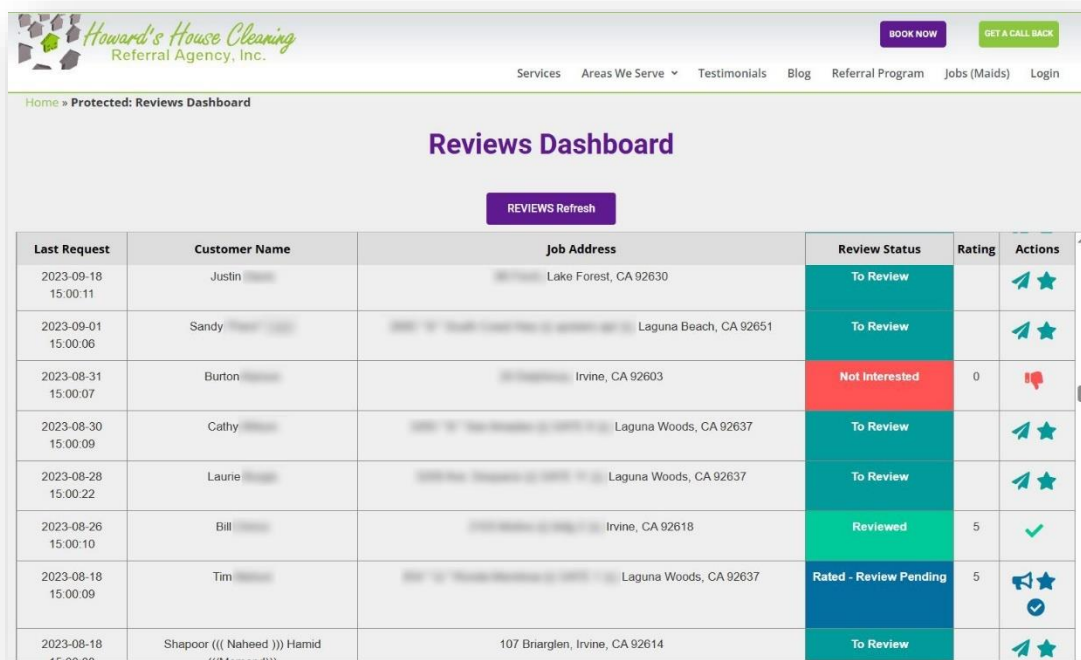
Reviews Management

Yet another aspect of the website is the **Reviews Management** feature.

The business operates from several geographic zones around the U.S., each with its own unique Google Business profile. For local SEO, it's important that clients leave reviews under the business profile for their geographic area.

So, we built a database-driven review management system that automates the process of requesting reviews from clients, guides them to the appropriate Google profile depending on their geographic zone, and makes it easy for the business owner to track ratings and feedback to improve service. guides clients to the proper Google profile under which to leave their review.

The business owner has a password-protected dashboard to manage and track client reviews:



Last Request	Customer Name	Job Address	Review Status	Rating	Actions
2023-09-18 15:00:11	Justin	Lake Forest, CA 92630	To Review		📧 ⭐
2023-09-01 15:00:06	Sandy	Laguna Beach, CA 92651	To Review		📧 ⭐
2023-08-31 15:00:07	Burton	Irvine, CA 92603	Not Interested	0	📧 📌
2023-08-30 15:00:09	Cathy	Laguna Woods, CA 92637	To Review		📧 ⭐
2023-08-28 15:00:22	Laurie	Laguna Woods, CA 92637	To Review		📧 ⭐
2023-08-26 15:00:10	Bill	Irvine, CA 92618	Reviewed	5	✅
2023-08-18 15:00:09	Tim	Laguna Woods, CA 92637	Rated - Review Pending	5	📧 ⭐
2023-08-18	Shapoor (((Naheed))) Hamid	107 Briarglen, Irvine, CA 92614	To Review		📧 ⭐

Here the business owner can see the “Review Status” column to see the status of each client:

- Whether they have not yet initiated the review process
- If they have initiated but not yet completed their review
- If they're just not interested in reviewing (if so, they won't be prompted to do so in the future)
- If they have completed their review on Google.

The owner can also click/tap icons in the “Actions” column to take specific manual actions:

- Send out an email prompting a client to initiate a review of the work just performed.
- Send out an email reminding someone who started the process to finish it.
- Send out an email with a quick link to their local Google Business profile to leave their review

And of course, clients need to be prompted to leave reviews immediately following work performed. Once a job is complete, an automated email goes out to the client prompting them to review the work performed. A graphic button in the email leads the client to the review page on the business's website – not Google – where they leave their review and any comments. (The client can also indicate if they are not interested in leaving a review and they will not receive communications regarding reviews again.)

The image shows a sequence of two screenshots. The top screenshot is a Gmail inbox view of an email from Howard's House Cleaning Referral Agency, Inc. The email subject is "How Did We Do? (Howard's Housecleaning)". The email content includes a logo, a greeting "HI CATHY... HOW DID WE DO?", a thank you message, and a request for a Google review. A prominent green button labeled "YES I'll Leave A Review" is visible. Below it is a link "No Thanks, Don't Ask Me Again". The bottom screenshot shows the corresponding website review page. It features the company logo, a navigation menu, and a heading "Hi Cathy!". The main content asks for a rating: "Step 1 of 2: How do you rate your most recent experience with Howard's?". Below this is a 5-star rating scale with 4 stars selected. "Step 2 of 2:" follows, with a text box asking to leave a review on Google and a "Review on Google" button. A promotional message for a referral program is also present. A green callout box on the left points to the "Review on Google" button, stating: "Because this is a four-star rating, we present a link directly to the review page on the Google Business profile for this client's geographic area." A large green arrow points from the email button to the website page.

Because this is a four-star rating, we present a link directly to the review page on the Google Business profile for this client's geographic area.

But not every review *should* make it into the Google review system – we want the good ones! So, if the review is 4- or 5-stars, the client be redirected to the appropriate Google Business profile for their geographic area. But if the review is less than 4-stars, the business owner will receive the client’s feedback directly via email and the client will not be redirected to Google to leave their review there.

This 2-star rating means the client will NOT get redirected to Google to leave their review, but instead prompted to leave feedback for the business owner. Client info is pre-filled to make it as easy as possible to complete the form.

Since we can't know when or if the client leaves their review on Google, we record the status of the review as pending for the business owner to check the Google profile for the review. It's easy to see the status instantly on the admin dashboard, so the owner quickly knows which clients to follow-up with for their review.

If the owner hasn't seen the review on Google within a few days of when the client initiated the review process, he can trigger a reminder email to the client to finish the review process, all from the review admin dashboard; if he sees the review has indeed been left on Google, he can mark the review process as complete for that client.

Review Status
To Review
To Review
Not Interested
To Review
To Review
Reviewed
Rated - Review Pending
To Review

Local SEO

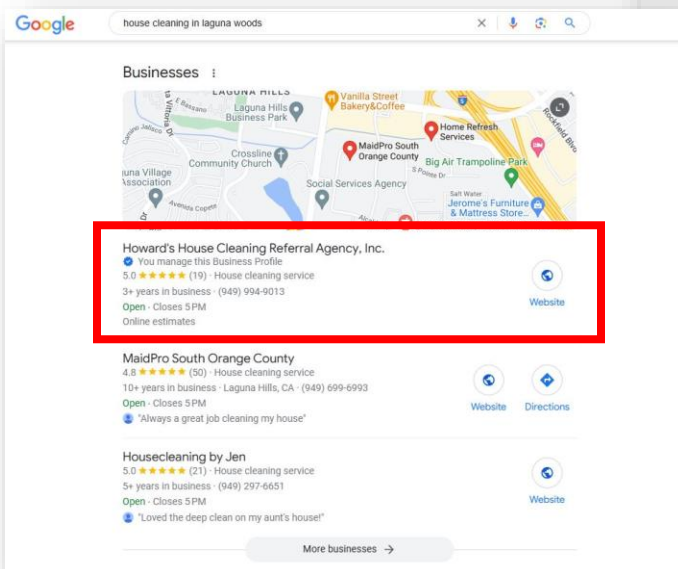
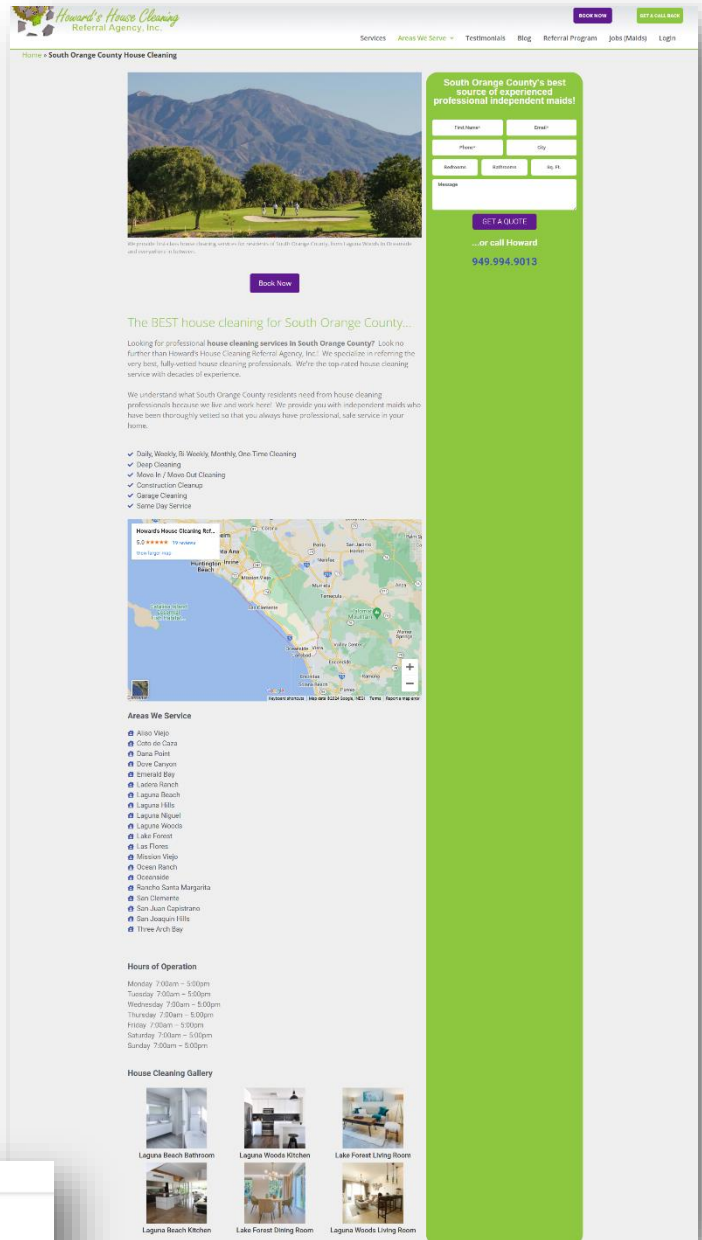
When we started working with Howard’s House Cleaning Referral Agency, the company had one location and service area. **Today, the company operates in 9 major metropolitan areas from California, to Texas, to Tennessee!**

Service businesses like this are particularly dependent on strong Local SEO for growth. We not only built the necessary elements to support Local SEO on the website, but also built-out and maintained the elements that go beyond the website: “NAP” consistency (name, address, place), the Google Business Profiles for each region, review management, and local directory listings.

On the website, we built unique, “city” and “region” pages, each optimized for local keywords (such as “house cleaning in Laguna Woods”) with all the other elements needed for good Local SEO. “Internal links” on the website are provided by the top navigation menu and by links in the footer of each page.

City and Region pages feature request forms, Google reviews (via API from Google Business Profiles), unique phone numbers for each region, maps, geotagged images and more.

The result? Prominent placement in the coveted Google “local pack”.



Wells Fargo Go Far Rewards Travel – Website Features, Personalized Marketing, Gamification, Algorithmic Pricing

Accessible to 12 million Wells Fargo cardholders, the Go Far Rewards program offered the ability to earn points for purchases and redeem them for travel (among other things). We led the development team that built the Travel portion of the rewards program, accounting for approximately \$100 million in annual purchases of flights, car rentals, hotel stays, cruises and vacation packages.

Following is some of the web development projects and marketing-oriented features we *personally* built.

We laid out our objectives in stages, leading from the merchandising of travel deals to ultimately personalizing the e-commerce experience and algorithmically pricing hotel rates. **This was successful on every level:**

- 80.1% increase in travel product engagement
- Lift in transaction volume of 105% for cruises and 74% for vacation packages
- 32.7% increase in the number of completed hotel bookings while maintaining market price competitiveness without impact to profit margins
- Acquisition of valuable first-party customer data – travel preferences and search history -- from hundreds of thousands of cardholders, enabling us to offer personalized travel recommendations

Travel Offers

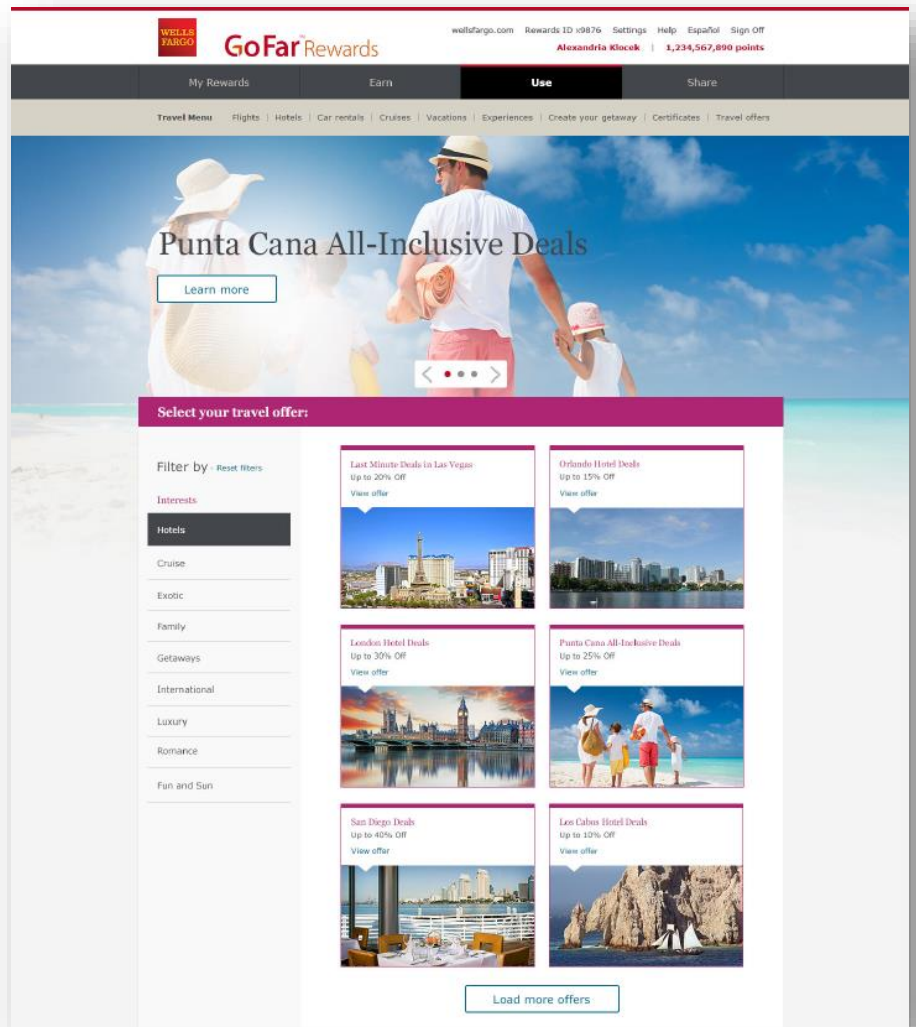
OBJECTIVE: Engage cardholders and provide value with travel offers for vacations and cruises.

HOW: Merchandising of dynamic travel offers fed via API from a custom-made CMS.

Offers were sourced from the many cruise lines and vacation wholesalers we worked closely with, and fresh content was updated weekly. All the Marketing team had to do was input the content into the CMS!

We created a unique custom marketing content management system (mCMS) to input all details related to the offer, including offer copy, terms & conditions, images, listing priority, “featured” status, etc. Our mCMS also provided the ability to “tag” each travel offer to accommodate different styles of travelers – from luxury travelers, to adventure seekers, to cultural explorers, to family travel and a number of other travel “cohort” groups. (This would later enable us to serve relevant travel recommendations once we learned more about each user... read on for more).

Finally, the mCMS system included its own API which allowed us to pull content into the Wells Fargo Rewards travel website, as well as a number of other domains and other loyalty programs our team built -- such as the travel loyalty programs for PNC Bank, State Farm, First National Bank of Omaha, and the CUrewards VISA rewards program for hundreds of credit unions across the U.S.



Hotel Deals

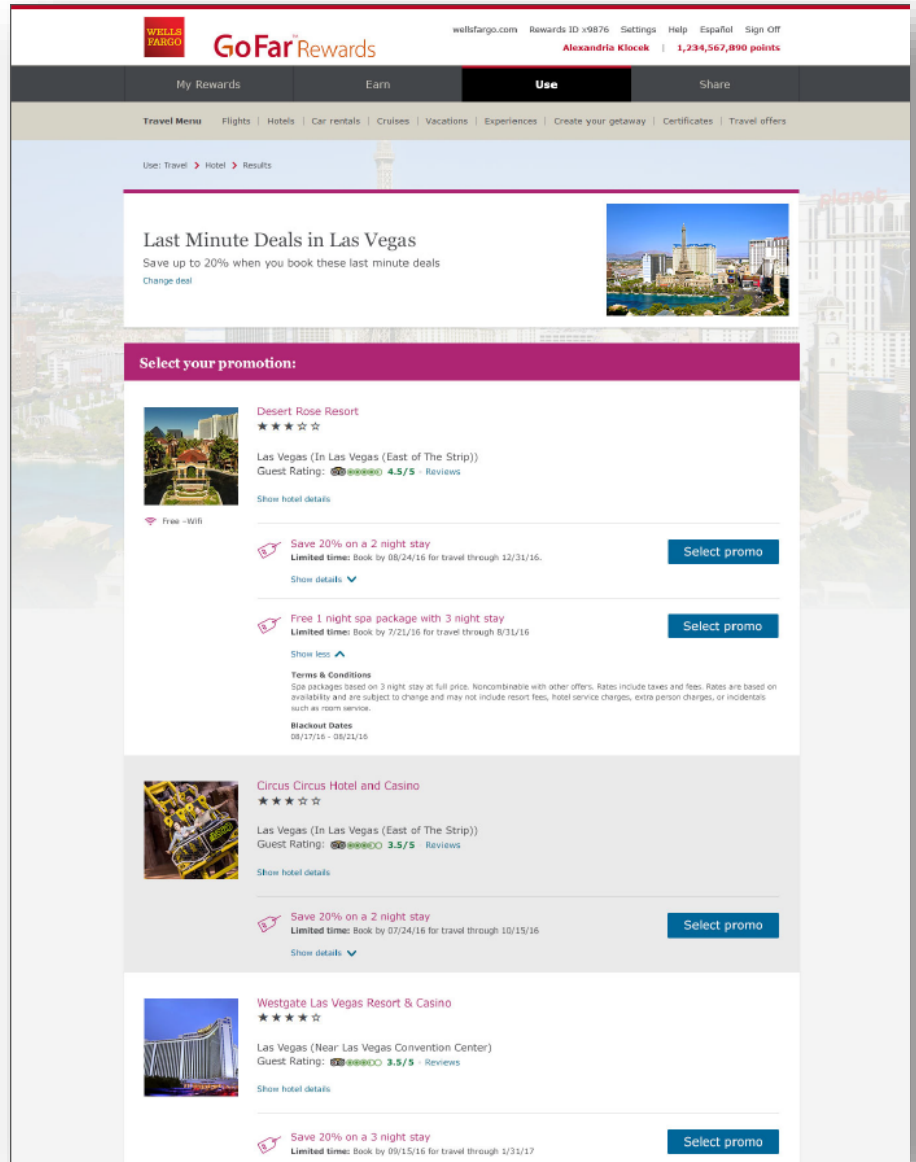
OBJECTIVE: Engage cardholders and provide value with “themed” pages of the latest hotel deals -- for example, “Last Minute Deals in Las Vegas” or “Family Summer Vacation Deals in Orlando”.

HOW: We connected with Expedia’s Hotel Deals API to automatically pull real-time hotel offers based on the criteria specific to the “themed” page -- for example, “Last Minute Deals in Las Vegas” would query the Expedia API for travel offers to the destination “Las Vegas”, and for “last minute” travel dates within the next two weeks.

We extended our mCMS system to capture the specific criteria for each of these pages, and then a simple call to our mCMS API would return JSON data to be used in dynamically generating the user-facing pages in real-time, with the very latest hotel offers.

Offers would “click through” to the general hotel booking engine where the user could complete their online booking.

These offers were also “tagged” to specific travel “cohort” groups like the vacation and cruise deals described on the previous page, in preparation for our upcoming “personalized recommendations” objective.

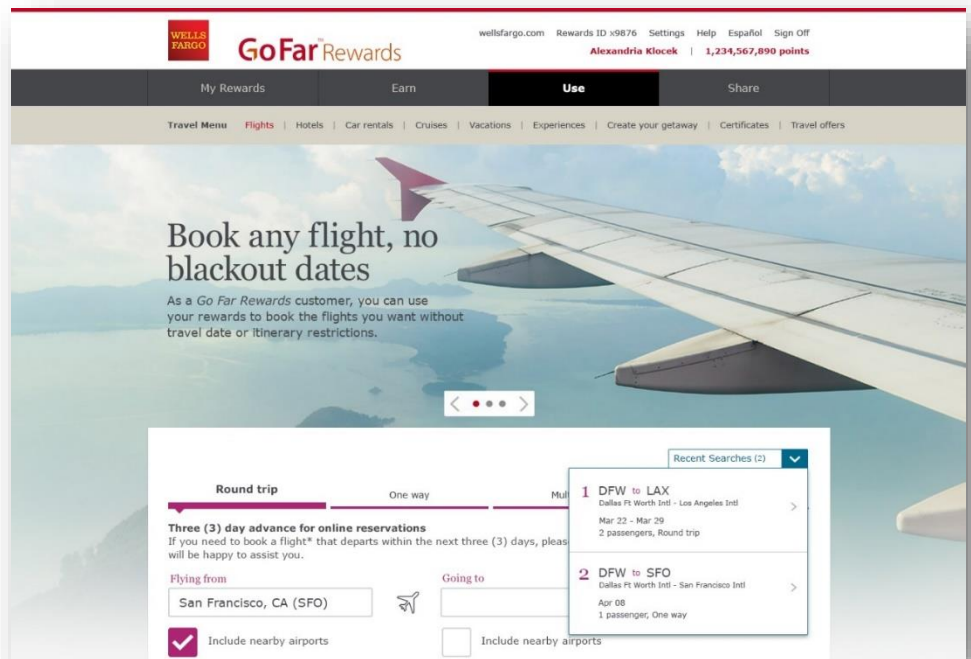


Recent Searches

OBJECTIVE: Enhance the user experience and reduce “friction” in the shopping experience by allowing cardholders to store and recall their most recent travel product searches, for flights, hotel stays, and car rentals.

HOW: Since each logged-in cardholder is unique and identified by their cardholder ID, we could store encrypted first-party data about the cardholder in our Customer Data Platform and give the user the ability to recall recent searches.

RESULTS: Not only did we see an immediate increase in product engagement in product engagement (the number of product searches performed by users), but this feature served a deeper purpose as part of our longer-term objectives. We would later use this information from a customer’s searches to understand – on the unique USER LEVEL -- more about their travel plans, preferences and interests. For example, knowing a user’s flight destination would enable us to later recommend hotels and car rentals at the destination... knowing whether they were traveling with others, and their ages (adults, children, seniors?), would also give insight into whether they were traveling solo, as a couple, or as a family – further enabling us to offer more personalized travel product recommendations.



Traveler Profiles

OBJECTIVE: give users the create “profiles” to store and recall personal information for themselves and others they travel with. This would then be used to pre-fill complex flight booking forms with such information as Passport numbers, Driver’s License/IDs, date of birth, address, frequent flyer account numbers, etc.

HOW: This was another feature we built which was essentially an extension of the Recent Searches “data storage and recall” system. **The impact on the user experience was particularly positive for mobile users, who commonly struggle with filling out long forms.**

Personalized Travel Recommendations

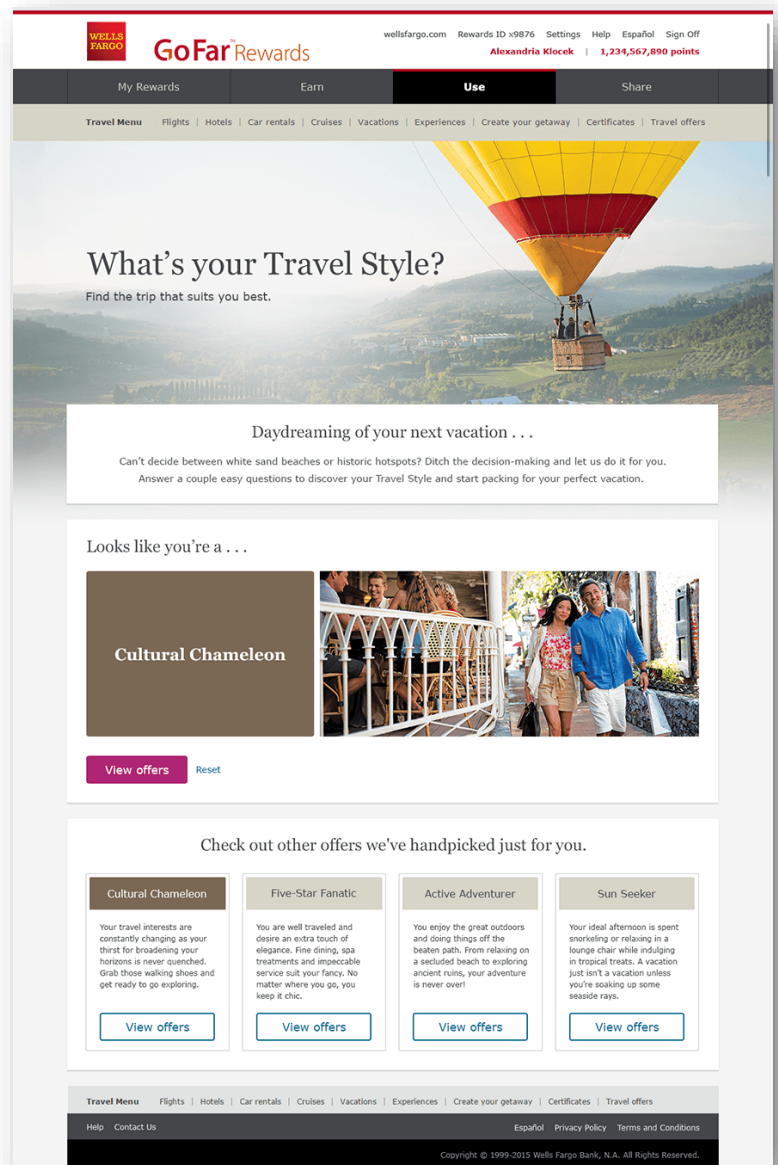
OBJECTIVE: present users with personalized travel recommendations based on what we know about them.

HOW: Here again we extended the use of the Customer Data Platform to serve personalized travel recommendations based on past interactions with the website. For example, if a user had previously searched for a hotel stay and specified “two adults and two children” we could serve that user deals for family-friendly activities and destinations.

To gather even more detail about a user’s travel preferences and style, we created a fun “gamification” tool to allow the user to discover their travel style. This presented a series of questions intended to segment the user into one of several “cohort” styles – luxury traveler, adventure seeker, cultural explorer, etc. Knowing that, we could then instantly serve relevant travel recommendations, and present new recommendations every time the user logged in.

To promote the use of this “gamification” tool, we worked with the Wells Fargo Card Services marketing team on a series of email and direct mail messaging to cardholders.

RESULTS: We acquired a significant amount of valuable data previously not known about the bank’s cardholders. **Over 10% of the user base participated in the Travel Styles campaign.** Using this data in conjunction with the “Bonus Points” campaigns (see next page), we achieved an **80.1% increase in product engagement**, and a **lift in transaction volume of 105% for cruises and 74% for vacation packages.**



This feature won the Travel Weekly Magellan Silver award for *Best Marketing Campaign*, one of the highest awards in the travel industry.

“Bonus Points” Promotions

OBJECTIVE: Incentivize cardholders to purchase their travel through the rewards platform instead of through external vendors (such as Expedia, Orbitz, Priceline etc.)

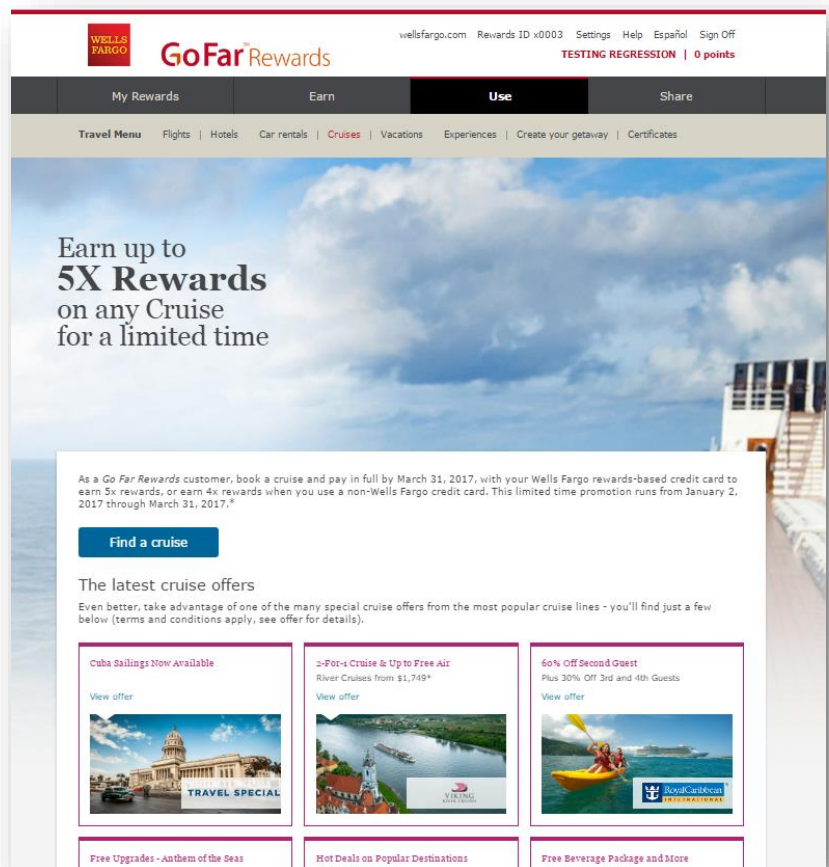
HOW: We further extended the capabilities of our proprietary mCMS system to allow the team to create time-bound “bonus points” campaigns. These campaigns could be applied to certain types of products (for example, “5x points on CRUISES”) or even for specific individual products (“5x points when you book a stay at the Bellagio Hotel in Las Vegas”).

To present these offers, we would highlight them on their respective product “home” pages (for example, the “Cruises” home page in the screenshot below). We also worked closely with the Wells Fargo Card Service Marketing team to message cardholders about larger quarterly campaigns.

In addition to this messaging, applicable products in the booking engine would show tags promoting the offer... for example, after performing a search for cruises, the search results for which a “5x points” promotion applied would indicate “Earn 5x points on purchase” in their listing and throughout the stages of the booking process.

If a cardholder chose to book their travel by phone through the call center versus using the website, they too would get notified of the offer. We integrated the messaging from our mCMS API into the call center application so agents could inform the caller about the special points offer while working with them on their booking by phone.

The “Bonus Points” campaigns were a huge success, especially when coupled with our ability to better understand the travel preferences of many cardholders (see “Personalized Travel Recommendations” on the previous page). When we introduced these campaigns, we saw an **80.1% increase in product engagement** (search and browse activity) and, most importantly, a clear lift in transaction volume for the products – **sales of cruises were up 105% and vacation packages up 74%**.



Algorithmic Hotel Pricing

OBJECTIVE: Increase hotel booking transactions by competitively optimizing our pricing with real-world money vs. our pricing with points... and make a healthy profit in the process.

HOW: Giving away bonus points is a great tool for stimulating sales, but not at the expense of profit margins! Cruises and Vacation packages already have higher margins compared to flights and hotel bookings. Awarding bonus points for cruises and vacations had a very minor impact on overall margins. However, the same could not be said about hotel stays or flights, where margins are often very slim.

Hotel bookings were one area we saw the opportunity to only optimize margins, but also increase bookings with competitive pricing and the offer of bonus points. Instead of opting for a static pricing model, we created a proprietary algorithm to dynamically adjust pricing in real-time.

In the world of rewards programs, many are limited to “point redemption” transactions only. However, with 12 million cardholders being served, we saw an enormous opportunity for incremental revenue from direct credit card purchases of travel, or from split-tender sales (part point redemption, part credit card sale). *The primary reason for offering bonus points was to stimulate direct, non-point purchases.*

This dual world of “points” and “purchases” creates a more complex array of levers to optimize margins, compared to ordinary e-commerce platforms which don’t include a “loyalty points” program. For example, when redeeming reward points (earned from everyday non-travel use of the card), we eliminate the merchant processing fees incurred by a credit card sale – this *helps* margins. On the other hand, awarding bonus points for a credit card purchase *while incurring the merchant fees for the sale* obviously *hurts* margins.

We started by defining “competitive pricing”. We built a system to rapidly “scrape” pricing of hundreds of thousands of hotel room rates from online competitors, then mapped this data against our own vendor pricing data. This gave us valuable data on where the competitors had a price advantage -- or the opposite, where they had higher prices than ours – and helped us understand more specifically what “levers” we should adjust to maintain price competitiveness.

Armed with this knowledge, we then built a real-time algorithm for hotel pricing that factored in:

- Markup of pricing to achieve a certain minimum profit margin
- Selection of pricing from multiple inventory sources, some offering a set commission rate and others offering wholesale prices we could mark-up at our discretion
- Capping the fiat currency price markup not to exceed a level beyond “competitive”
- Reducing the “points redemption” price to ultra-competitive levels by factoring in the elimination of merchant processing fees for point redemptions, and factoring in the cost of bonus points and merchant fees for non-point purchases.
- Constant monitoring of the sales funnel to ensure conversion rate were not negatively impacted (the percentage of users who complete the transaction)

RESULTS: We first applied our algorithm against our competitors’ price data to see if we remained competitive – we did! So, then we went live. Compared to the static pricing model, the result of the algorithmic pricing model was a **32.7% increase in the number of completed transactions while maintaining the company’s target profit margin.**

OEM Dirt Bike Parts – E-Commerce Transformation, SEO, User Experience, Gamification, Personalization

OEM Dirt Bike Parts (<https://oemdirtbikeparts.com>) is an online retailer of hard-to-find parts for dirt bikes and ATVs.

In addition to an ongoing website redesign (as of June 2024), we built several front-end and back-end enhancements to improve the user experience, transform this WooCommerce store from 450 products to over 590,000 products, and build a unique “marketing engine” for the company which enables a high degree of personalization in marketing communications. **We captured over 5,500 opt-in email subscribers in less than one year, increased organic search engine traffic by 227%, and grew sales 326%.**

The screenshot displays the website's interface. At the top, there is a navigation bar with a logo on the left and a 'BROWSE BY BIKE' button on the right. Below this is a main heading '2024 WR250F Part Upgrades' and a sub-heading 'Yamaha 2024 WR250F product list of Upgrades & Parts we sell'. A breadcrumb trail reads 'HOME > BRANDS > YAMAHA > WR250F PART UPGRADES >'. Below the breadcrumb, it says 'Showing 330 results'. There are two dropdown menus: 'Filter by Part Type' and 'Sort By...'. The main content area shows a grid of four product cards:

- Titanium Peg Springs: Yamaha 2024 WR250F Foot Pegs**
\$59.00 Was: \$69.99
- Yamaha 2024 WR250F Titanium Bolt Kit: Weight Reduction**
★★★★★
\$1299.90 Was: \$5699.99
- Yamaha 2024 WR250F Cover Bolts: TI Brake or Clutch Master Cylinder**
★★★★★
\$29.00 Was: \$43.55
- Yamaha 2024 WR250F Rear Brake Light: Tail Tidy W/Turn Signals**
★★★★★
\$178.89 Was: \$285.00

The bottom section shows a detailed product page for the 'Yamaha 2024 WR250F Shock Upgrade: Complete Rear Suspension Swap'. The breadcrumb trail is 'HOME > YAMAHA PARTS > WR250F PARTS > 2024 WR250F >'. The product title is 'Yamaha 2024 WR250F Shock Upgrade: Complete Rear Suspension Swap'. Below the title is a description: 'This complete Yamaha 2024 WR250F B-Kit Shock is customized for each rider's weight, needs, and ability! This is the suspension kit to update your dirt bike with the newest shock technology available. More...'. The price is '\$1249.90 Was: \$4777.99' with a '★★★★★ (3 customer reviews)' rating. A purple 'IN STOCK' badge is visible. Below the price is an 'Add-ons available...' section with four options:

- New in box (\$800.00)
Brand New WP,KYB Or Showa Assembly
- Graeme Brough Suspension Setup (\$1,200.00)
Includes Your Forks & Shock Dialed for any type of rider.
- DLC Ti Nitrate Kashima Colors (\$1,000.00)
Lower Fork tubes & Shock Shaft Coating
- 2-3lbs lighter shock spring -titanium (\$850.00)
half the weight of a steel spring

At the bottom of the product page, there is a quantity selector set to '1', a large teal 'ADD TO CART' button, and a note 'Payment Plans available on the checkout page!'. A purple banner at the very bottom of the product page reads 'Bulk buy offer - 5% off for 2x, 10% off on 3x, and 15% off on 4+ Items!'.

The Challenge

Typically, it's relatively simple to classify an online store's products in a way that's easy for search engines like Google or Bing to understand. But what about when a product has 10, 100, or 5,000 variations that should each be considered unique products? That's where "simple" becomes "complex."

This client's store is not the typical e-commerce store. Our client has just over 450 core OEM parts that each fit many vendors and models when our client's custom modifications are introduced. Some parts may fit hundreds of bike make-model-years... other parts may fit thousands of bike make-models-years... and some parts may fit just a few bikes. In the end, there are 590,000+ "variation products" in the store, each fitting a particular bike make and model.

Making sure Google understands that each of these are *unique products* and not "duplicate content" is a huge undertaking. And making sure Google properly lists each unique product is critical for the business.

First, consider the broad range of bike vendors and models -- from the Honda CR125R to the Yamaha YZ450F to the Kawasaki KX250 to the KTM 300, limited edition models, and hundreds of other vendors and models.

Then consider that each vendor and model have variations specific to years, sometimes ranging across decades. For example, the Honda CR125R bike was in production from 1998 to 2007, and part fitment from one year to another can vary.

Now, put the hundreds of bike vendors and models against 10 or more years of production, and you easily have a list of vendor-model-years that consists of thousands of bikes.

So, one problem relates to the user experience. Without an effective part lookup interface, searching for the right set of bolts to mount the carburetor on a 2001 Honda CR125R can be quite challenging.

Another problem is, if we want Google to understand that a part should appear in search results for, say, 5,000 different bike variations... and if we want the search results to reflect the SPECIFIC make-model-year of the bike rather than something generic sounding... then typically we'd need to create 5,000 individual products, each titled and described to reflect the specific makes, models and years they fit. Once again, when someone searches Google for a "Front Brake Assembly for my 2002 Honda CR125R", we want Google to deliver a link to a product page SPECIFICALLY for a "2002 Honda CR125R Front Brake Assembly", and not the part for the 2003, 2004 or 2005 model... or for another bike entirely -- even if the part also fits their bike.

In the end, multiplying the number of products, by the number of vendors, by the number of models, by the number of years resulted in over 590,000 individual product variations!

Having a catalog of 590,000+ products is not feasible on many levels.

First, there is the issue of *inventory control*. Since a given part may fit thousands of individual bikes, it would be difficult if not impossible to synchronize inventory counts across thousands of "versions" of that part -- each being individual products in the catalog.

Second, such a large catalog could also create performance bottlenecks for the website that make for a poor user experience.

Overcoming Limitations

When it comes to e-commerce power, flexibility and the ability to be customized, the **WooCommerce** platform will perform very well "out of the box" for most smaller online stores. But it does have limitations. Fortunately, custom web development can overcome those limitations.

For example, when you consider this particular case, you have just 450 products -- that's a relatively small store for WooCommerce, and very easily managed with no impact to performance (website speed etc.). But when you start assigning 5,000 product categories to many of the products, performance starts to suffer. And in the world of e-commerce, sales are lost when pages take too long to load!

In this case, the best approach was to create a product category for each of the 5,000+ bikes for which there were parts. Then, we'd assign the relevant categories to each product depending on which bikes the product would fit. That made it easier to find the right part to fit your 2002 Honda CR125R bike... as simple as querying "show me parts assigned to the category 2002 Honda CR125R".

But having this many category assignments to products in the WooCommerce system naturally has a negative impact on performance -- it's just how WooCommerce and WordPress are built.

To illustrate, web developers will note how WooCommerce builds the HTML for the listings on the Shop and Product pages – it includes CSS classes for *each and every* product category assigned to *each and every* product listed. With thousands of categories assigned to products listed on a page, that makes for a gigantic page in the browser!

On the server side, the server would be struggling to handle massive database queries to build these massive HTML pages, resulting in a slow and almost unusable experience for the end-users.

No matter how many powerful server resources could be thrown at the website, many pages would just NEVER load quickly. "Page caching" is usually at least a partial solution, but even trying to cache these enormous pages was challenging -- the caching system would often exceed the server resources and quit before the website could be fully cached!

The way around these performance issues involved deep customization:

- (a) "rewiring" the ways WooCommerce queries the database,
- (b) introducing indexing and product lookup systems outside of the standard WooCommerce platform,
- (c) completely rewriting key aspects of how WooCommerce works, such as how the Shop / Product Archive (Category) pages are built, and
- (d) integrating aggressive page caching (Litespeed Cache and QUIC.cloud CDN optimization) and use of object caching (Redis Cache).

So, with performance issues under control, the bigger issue remained to be solved... how do we turn 450 products into 590,000+ individual, SEO-optimized product pages for Google to index and serve?

WooCommerce does have a "product variation" feature, but it's not suitable for this particular case. Sure, it's great when you have t-shirts in Black, White and Navy Blue, and in sizes from Small to 4XL. You would just assign product variations to your "parent" t-shirt product.

But in this case, you simply can't have 5,000 different product variations (bike models) on a parent product. Imagine the end user having to scroll through thousands of variations to select the appropriate one for their order! And even if you could somehow create a usable interface for selecting the right variation, none of those product variations would appear to Google as unique, SEO-optimized product pages. Instead, all WooCommerce variations appear only under the page of the single parent product.

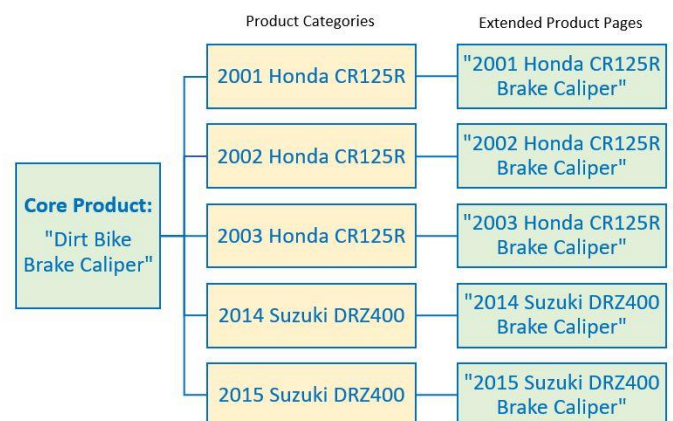
For a store selling different color t-shirts, that's good enough. For this store, good enough is not good at all!

The Solution - Dynamically Generated Product Pages

To make each and every one of the 590,000+ product variations appear as standalone, SEO-optimized product pages, we built a custom extension of WooCommerce to dynamically generate individual product variation pages.

- Each product variation page has its own unique SEO-friendly URL.
- The content of each page is based on a template, but either dynamically "injected" with content specific to the bike vendor-model-year, or the template is overridden with content written specifically for the product variation by the store owner.
- Price and product image could be set for each variation as well (or the default product price and image would be used).
- Extensive SEO optimization of the page content ensured that each individual variation page would be recognized by search engines as its own standalone page to avoid "duplicate content" issues with SEO. This includes product-specific alt/title tags on images, image URLs that reflect the product variation, product-specific H1 and H2 tags, page metadata, reviews and much more -- everything that would go into a properly optimized e-commerce product page.
- Each page includes unique product and breadcrumb "schema" (JSON-LD structured data) to make the page easier for search engines to understand, and also encourages search engines to deliver "rich snippets" to enhance search listing appearance. Products with vendor-model-year variations make use of the latest "ProductGroup" schema, recognized by Google; this also helps avoid duplicate content issues.
- Each page includes a table listing of each sub-variant the part will fit to provide additional context for search engines to understand the product in relation to others like it.
- Each of the unique "variation page" URLs and attached images are included in the sitemap to ensure search engines recognize all 590,000+ pages and images for search engine indexing.

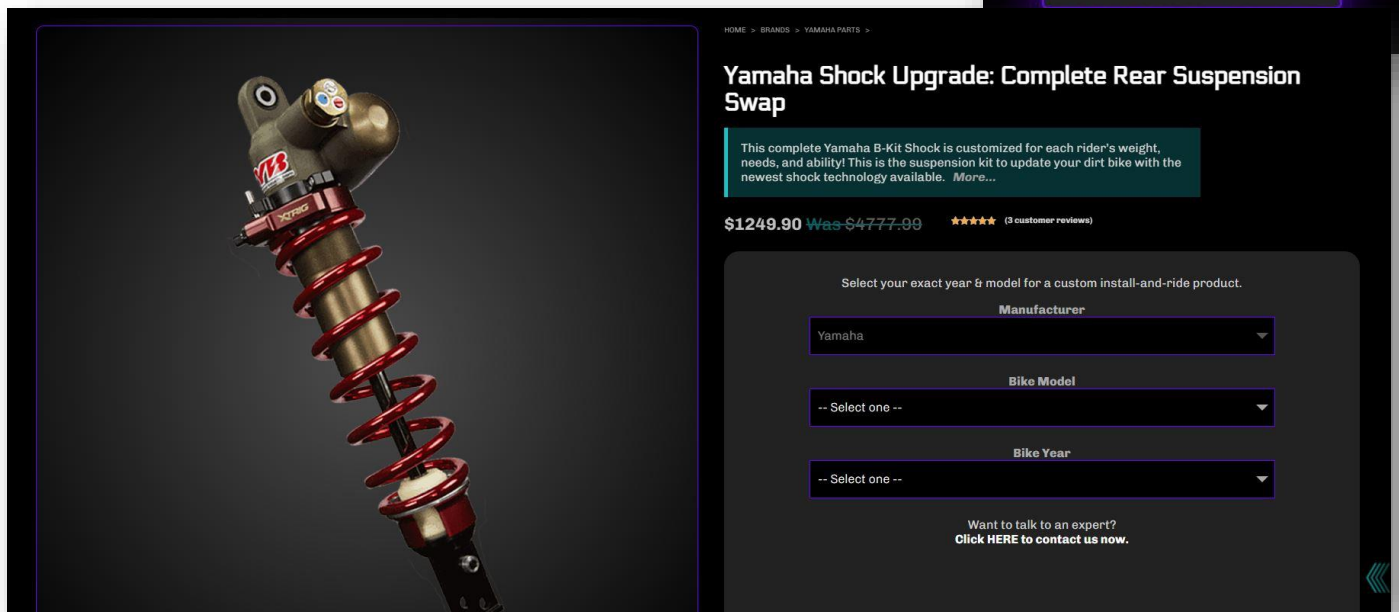
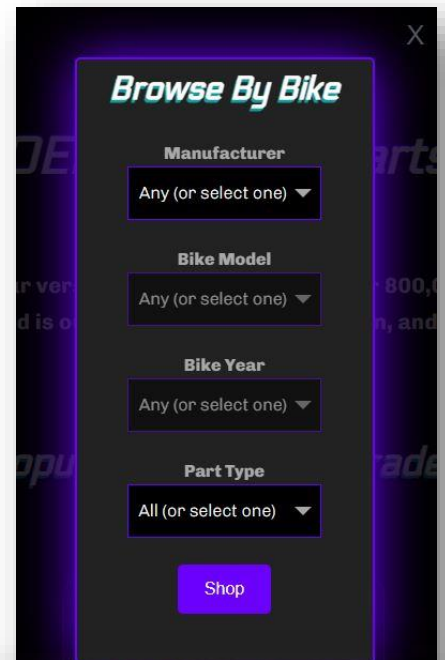
The model for extending core products into category-based product variations looks like this:



It's Easy to Find Your Part

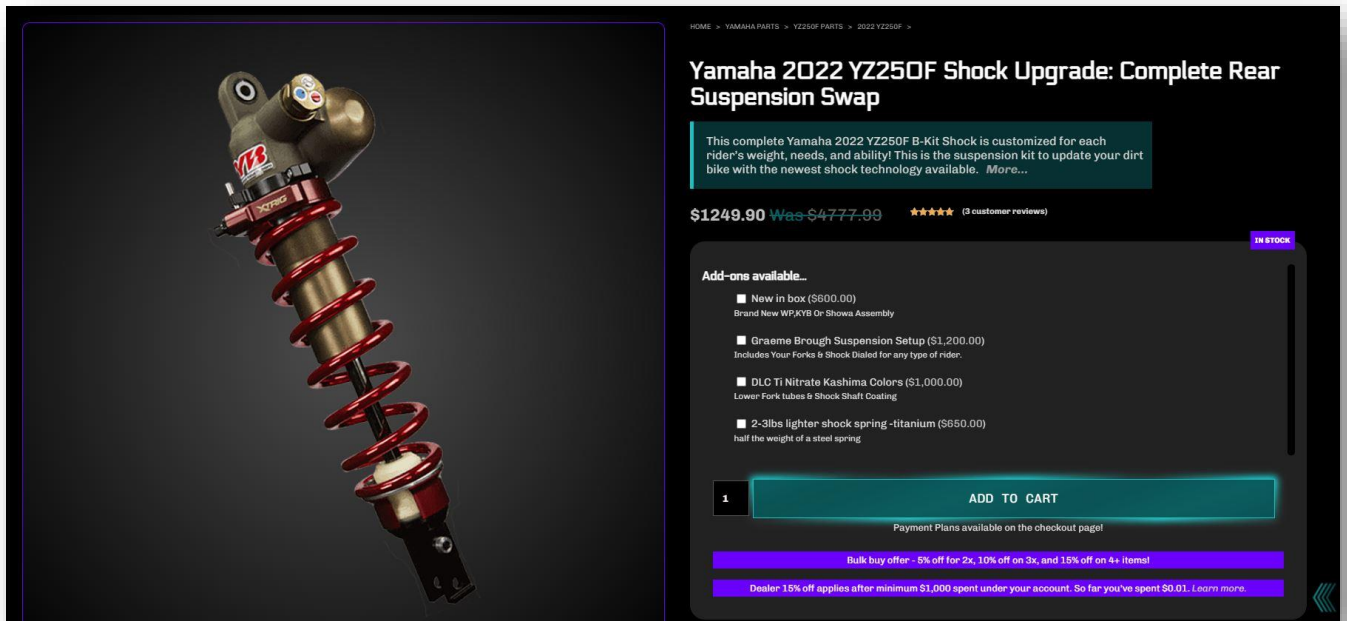
Now that we could "drill-down" to parts specific to a given bike vendor-model-year, we created a "Browse By Bike" user interface that made it simple for users to find parts for their specific bike, and even organize them by part type (brake parts, lighting, wheels & suspension, etc.).

And on Product detail pages where variations of a product exist, the user is presented with a lookup feature where they would select their specific bike make, model and year from the available variations before being given the ability to add the product to their cart. This gives the user assurance that the product will indeed be made to fit their very specific bike while also preventing product returns for the retailer due to non-fitment.



In addition to improving the user experience, these lookup / fitment features serve another purpose -- to better understand the needs of the customer. We store information about users in the database (user "profiles"), which includes their email address, last search performed, and information about their engagement with marketing emails (opens, clicks etc.). Users who had previously opted-in for marketing emails are "known" and their selections are then stored under their user profiles. With this information, the client can send automated yet personalized marketing emails with part recommendations which will fit the user's specific bike.

Here's the same product page with the bike's specific model and year defined:



Extending the Reach of the Store

Next, we extended the reach of the store with XML product feeds for Google Merchant Center, Bing Merchants, Facebook and Pinterest. Every night, our system would dynamically build XML product feed files specific to each external shopping platform that consisted of all 590,000+ product titles, descriptions, prices, shipping costs, image links, SKU numbers, and more. (No existing plugin could do this because the 590,000+ products exist outside of the standard WooCommerce system, so these features are also custom coded!)

This extension of the store to other shopping platforms resulted in **tens of thousands of new "clicks" to product pages every week** -- IN ADDITION TO the organic traffic we were already growing.

Gamification for First-Party Data

Especially in an age when third-party cookies are a thing of the past, acquiring “first-party data” – like having an opt-in email list -- should be a top priority for any business! Moreover, once a visitor is “known” (such as, by having submitted their email address), then the business can use the visitor’s behavior on the website to build a “profile”.

For this business, knowing the visitor’s vendor, model and year of their bike is essential for providing relevant, even personalized product recommendations via email or during the shopping experience. Doing so is a proven way to boost sales and develop a relationship with the customer based on trust.

We built a custom gamification popup for capturing visitor emails. It has been a highly effective way to quickly build a sizeable email list – over 5,500 valid, opt-in email addresses in under 1 year.

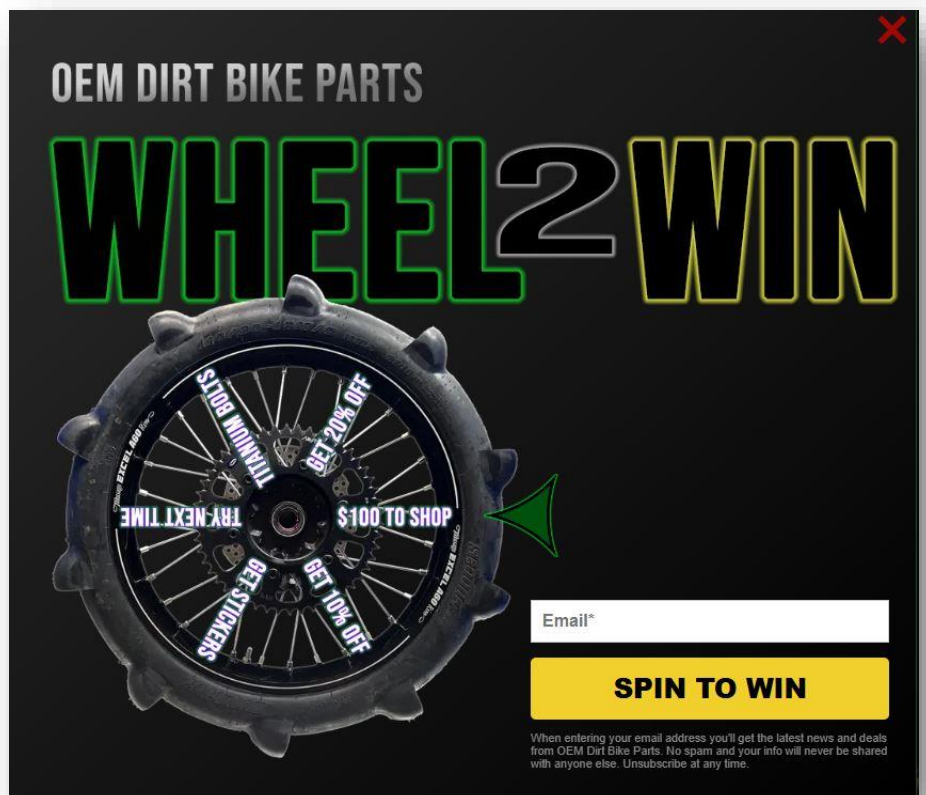
Once the user submits their email, the wheel will spin and land on a prize. Prizes are randomly selected, but the result is skewed by a set probability. In other words, we can set the system so that 60% of the time, the wheel will stop at “10% off”, 40% of the time it will stop at “20% off”, and it will NEVER land on anything else. (We want the user to *think* they can land on a high-value prize, even though they never will.)

When the prize is selected, the user will receive the coupon code via email. This prevents users from submitting false emails just to get the coupon.

Users who had opted-in for marketing emails are now “known”, so during their website visit and during any future visits, we can record their product search selections and build a “profile” around their behavior on the website.

For example, if the user selects “2001 Honda CR125R” when using the *Browse By Bike* search feature or the product fitment lookup on the Product Detail pages, we know their bike!

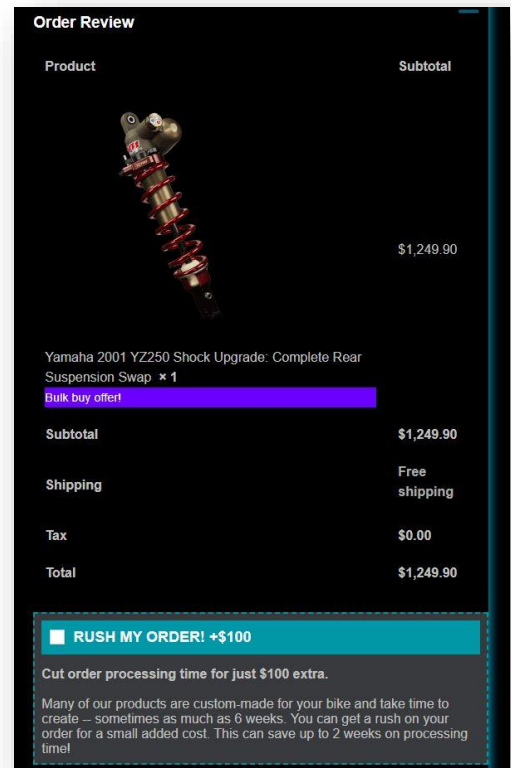
We can then use that information to send personalized, highly relevant marketing communications, such as an email of “The Most In-Demand Parts for the 2001 Honda CR125R” containing links to the SPECIFIC products that fit their SPECIFIC bike.



Checkout Page “Add-On”

Another tool to increase revenue is to include an attractive add-on on the Cart and Checkout Pages.

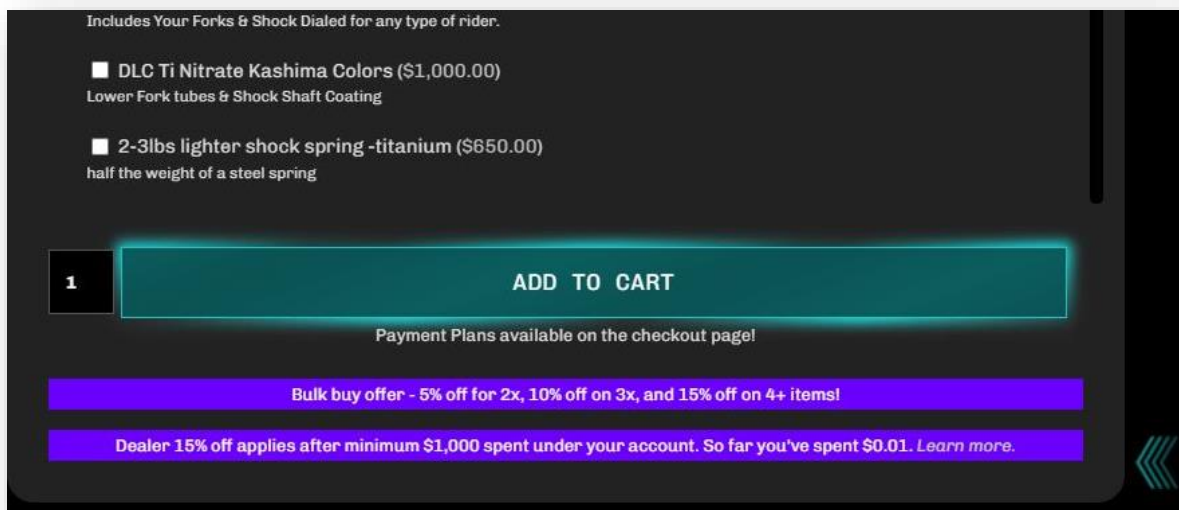
For this client, the upsell for “Rush My Order +\$100” yielded nearly \$10,000 in ancillary revenue in the first year it was introduced.



Product Page Promotions

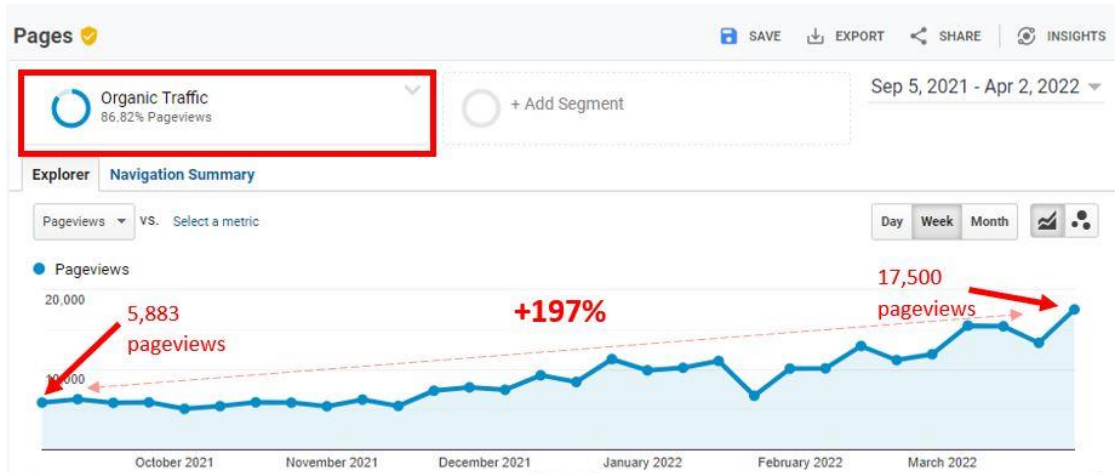
We built a custom system for applying bulk-buy discounts. Messaging appears below the “Add to cart” button on Product pages. The promotion can be defined “universally” for all products in the store, excluded for specific products, or defined uniquely for a given product (overriding the “universal” store-wide definition).

We also created a special promotion engine for users who register (and are verified) as Dealers, which is also visible on the product pages and this promotion applies after that user has spent at least \$1,000 in the store.



The Results -- Organic Traffic

It takes a little time for search engines to crawl and interpret 590,000+ new product pages. Most of the growth occurred over the course of 60 days. But when looking at growth over a period of two fiscal quarters, the results speak for themselves: **197% increase in weekly ORGANIC page views, and a 227% increase in weekly ORGANIC users.** From Google Analytics...



The Results -- REVENUE

This work, along with various enhancements to the user interface, resulted in a **326% increase in annual sales** -- a 4x increase in revenue!

CURewards Travel – Website Features

CURewards is a Visa and Mastercard loyalty program serving 8 million members of credit unions around the country, and accounting for over \$70 million in annual purchases of flights, car rentals, hotel stays, cruises and vacation packages. Like with the Wells Fargo program, we led the team that built the Travel portion of the rewards program and built several key features ourselves, including **travel deals** (shown below, which open to details via a modal popup) and **traveler profiles** (ADA-compliant user storage and recall of personal & family member information like frequent flyer program numbers, passport info, contact info etc. for form autocompletion when filling complex flight booking forms).

The screenshot displays the CURewards Travel website. At the top left is the 'CU Rewards' logo. To its right are the 'WORLD MASTERCARD' and 'MasterCard' logos. In the top right corner, the user is identified as 'Hi Anna' with 'Account 1234' and '1,000,000 Points'. Below the logos is a navigation bar with tabs for 'HOME', 'REDEEM', and 'EARN'. Underneath this is a secondary navigation bar with links for 'TRAVEL HOME', 'FLIGHTS', 'HOTELS', 'CARS', 'CRUISES', 'VACATIONS', 'EXPERIENCES', and 'CUSTOM'. The main content area features a large banner with the text 'A World of Possibilities... Start Your Hotel Search Here' over a scenic beach background. Below the banner is a search interface with icons for flight, hotel, and car rental. The search fields include 'Destination (City, Airport or Landmark)', 'Check In', 'Check Out', and '1 Room, 2 Adults', with a 'Search' button and an 'Advanced Search' link. Below the search area is a carousel of three promotional cards. The first card, titled 'Statement CREDIT', offers to 'Redeem Points for Previous Travel Purchases'. The second card, for 'Carnival', offers 'Enjoy Great Rates & Upgrades'. The third card, for 'PRINCESS CRUISES', offers to 'Save Up To \$500 Per Person + More'. Each card has a 'Learn More' link. At the bottom of the page is a footer with links for 'Home | Rules | FAQs | Earn | My Info | Customer Service | Security | Privacy Policy | Terms of Use | Site Requirements' and the copyright notice 'CURewards®, Copyright © 2016'.

PNC Bank - PNC Points Travel Website

Like the Wells Fargo and CURewards programs, this is the travel rewards program for cardholders with PNC Bank...

The screenshot shows the PNC Points Travel Website interface. At the top, there is a navigation bar with links for PNC.COM, PERSONAL, SMALL BUSINESS, CORPORATE & INSTITUTIONAL, and ABOUT US. On the right, it displays '534,066 Points Available'. Below this is a secondary navigation bar with 'PNC points' logo, 'WELCOME', 'REWARDS' (highlighted), and 'HELP'. A user is logged in as 'Welcome, AMARBIRI' with a 'Logout' button.

The main content area features a left sidebar with 'Travel Booking' options: Flights, Hotels, Car Rentals, Cruises, Vacations, Custom Getaway, Experiences, and Travel Offers, along with a 'Back to Rewards' link. The main banner area has a hero image of a hiker on a rock with the text 'Do something exotic. Be in the moment and discover something new' and a 'Contact us' button. Below the banner, a headline reads 'From weekend getaways to globetrotting expeditions, your points can take you places.' The text continues: 'With the Custom Award, the world is truly at your fingertips. Don't want to take the time to search for a cruise or vacation? Let us be your guide. It is our priority to get you where you want to go, and experience what you want to do, as easily as possible. Whether it's a quick weekend getaway, your annual family vacation, or an exotic inspired dream vacation, our highly experienced Personal Vacation Planners will guide you to the perfect trip.'

Three blue boxes provide contact and planning information:

- Contact us by phone or via [request form](#) to get started.
- An experienced Personal Vacation Planner will help you craft the perfect trip.
- Decide how many points you want to use & pay the rest with your payment card.

At the bottom, there is a section titled 'Looking for inspiration? Here are the latest highlights...' followed by a paragraph: 'Your points can take you places far outside the well-traveled tourist guidebooks, places you have to see for yourself. Spend a little time and discover something new, then contact us to put together a one-of-a-kind vacation experience for you.'

Big Day Records Website



The image shows a website mockup for Big Day Records. At the top, there is a logo featuring a stylized sun with rays and a silhouette of a city skyline with a bird flying above it. Below the logo is a navigation bar with links for HOME, ARTISTS, PROJECTS, CONTACT, and ABOUT. The main content area is divided into three columns: COMING SOON, FEATURED ARTISTS, and LATEST NEWS. The COMING SOON section contains a paragraph about signing new artists. The FEATURED ARTISTS section lists three artists: Evelyn "Champagne" King, Al Green, and Hostility, each with a small album cover image, a brief description, and buttons for 'BUY' and 'VISIT ARTIST PAGE'. The LATEST NEWS section contains two paragraphs of text. At the bottom right, there are logos for JAGGO RECORDS, B-DUB, and UNIVERSAL MUSIC GROUP.

← select track → txtTitle
[play] [stop]

HOME | ARTISTS | PROJECTS | CONTACT | ABOUT

COMING SOON

Big Day has been busy signing some very special new artists who are currently in the studio working on their new projects. Watch this column for future announcements.

← VISIT THE STORE

FEATURED ARTISTS

EVELYN "CHAMPAGNE" KING



Open Book is this Grammy-winner's latest album. It features the Billboard Dance hit "The Dance" plus the stunning R&B ballad "Open Book". With contributions from Billy Griffin, Preston Glass, and others, it's been an overlooked gem from 2007. Evelyn is currently on tour so be sure to catch her live and in person performing songs from this album plus hits such as "Shame", "Love Come Down" and others.

← BUY ← VISIT ARTIST PAGE

AL GREEN



Via an exclusive deal with Hi Records, Big Day will be reissuing all 5 of Al's original Hi gospel albums originally released in the '80s. Four of these were Grammy winners and all are unavailable in the U.S. Each volume will be newly re-mastered and receive new liner notes and cover art.

← BUY ← VISIT ARTIST PAGE

HOSTILITY



Hostility hails from Novato, California and their debut album is now available on iTunes. Produced by Britain's Colin Richardson (Bullet For My Valentine, Cradle of Filth, God Forbid, Machine Head, Sepultura, Slipknot, etc.) Uncompromised is one album for those who love it loud, like a sledgehammer upside the head. The band is currently readying for a new tour...

← BUY ← VISIT ARTIST PAGE

LATEST NEWS

It's been a busy summer and Big Day has been all over the country catching performances by new artists and auditioning new talent. We've also made some major internal changes which we'll be announcing soon. Along the way, we've picked up some new promotional partners to help spread the word about our artists.

Big Day Entertainment is a proud supporter of music programs in schools and the preservation of truly American music genres like jazz, R&B, and of course, Rock and Roll. 2010 will be an exciting year as we make plans to blow things up in an even bigger way.

JAGGO RECORDS B-DUB UNIVERSAL MUSIC GROUP

Montrose Travel Website



Filter Offers By:

All

Cruise

Exotic

Family

Getaways

International

Luxury

Romance

Fun and Sun

TRAVEL SPECIAL

It's Graduation Time!



TRAFALGAR

Kids Save 10% on Worldwide Trips



Royal Caribbean

50% Off Second Guest and More



Royal Caribbean

Experience Bermuda



GLOBUS

Escorted Europe Vacations



Holland America Line

2020 Early Booking Special

Offer expires June 02, 2019.

Bahamas & Perfect Day



4 NIGHTS
ABOARD NAVIGATOR OF THE SEAS
September 16, 2019
Roundtrip Miami

Interior from
~~\$705~~
\$353*
per person

[Request Info](#)

Ports of Call:

- Miami, Florida
- Nassau, Bahamas
- Perfect Day at CocoCay, Bahamas
- Miami, Florida

Taxes, fees and port expenses are an additional \$98.64 USD.*

Western Caribbean



7 NIGHTS
ABOARD ALLURE OF THE SEAS
September 01, 2019
Roundtrip Fort Lauderdale

Interior from
~~\$798~~
\$598*
per person

[Request Info](#)

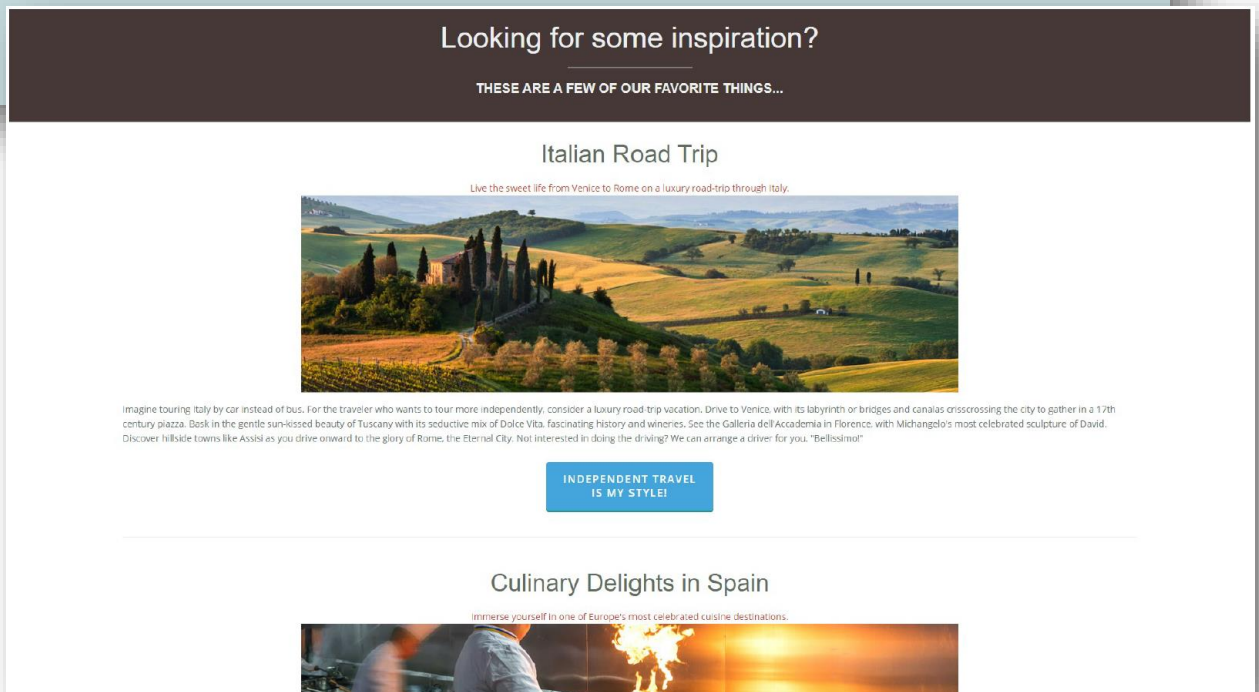
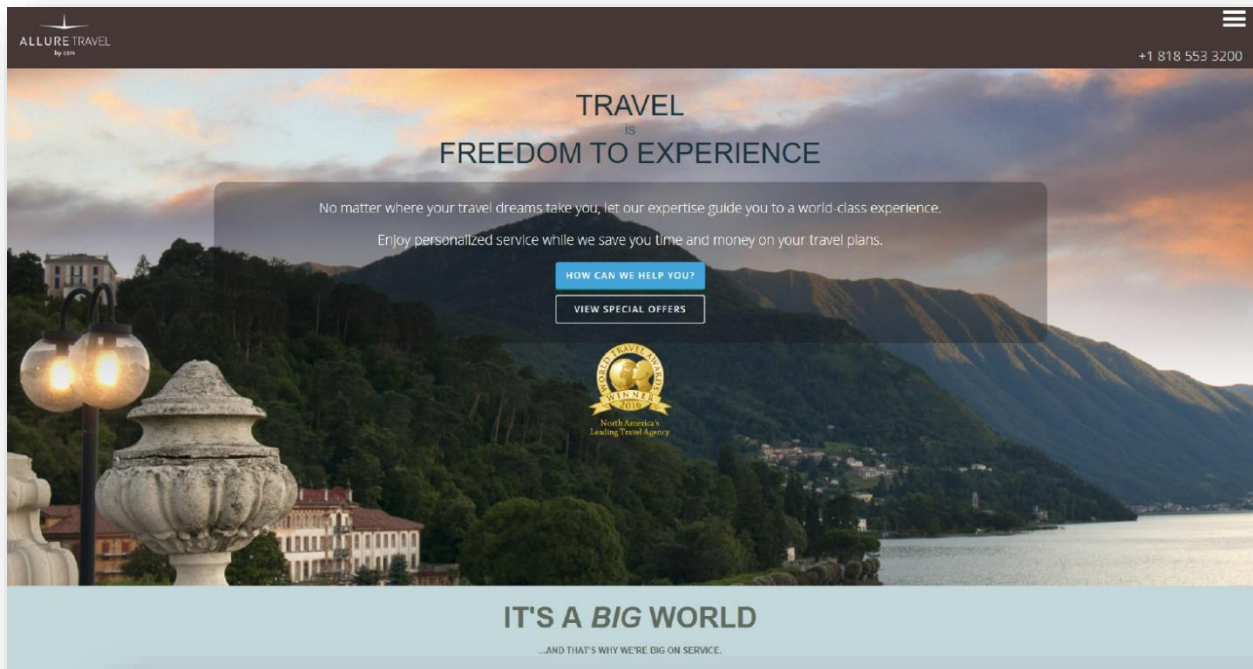
Ports of Call:

- Fort Lauderdale, Florida
- Labadee, Haiti
- Falmouth Jamaica
- Cozumel, Mexico

Serving as Head of Marketing for Montrose Travel, we helped grow the company from \$125 million to over \$325 million in a few short years. We were then instrumental in the company's acquisition by CTM (Corporate Travel Management), a \$4 billion global travel company. We were deeply involved with the merger and served as Head of Marketing & Application Development for CTM North America, where our team built their website.

Allure Travel Website (CTM)

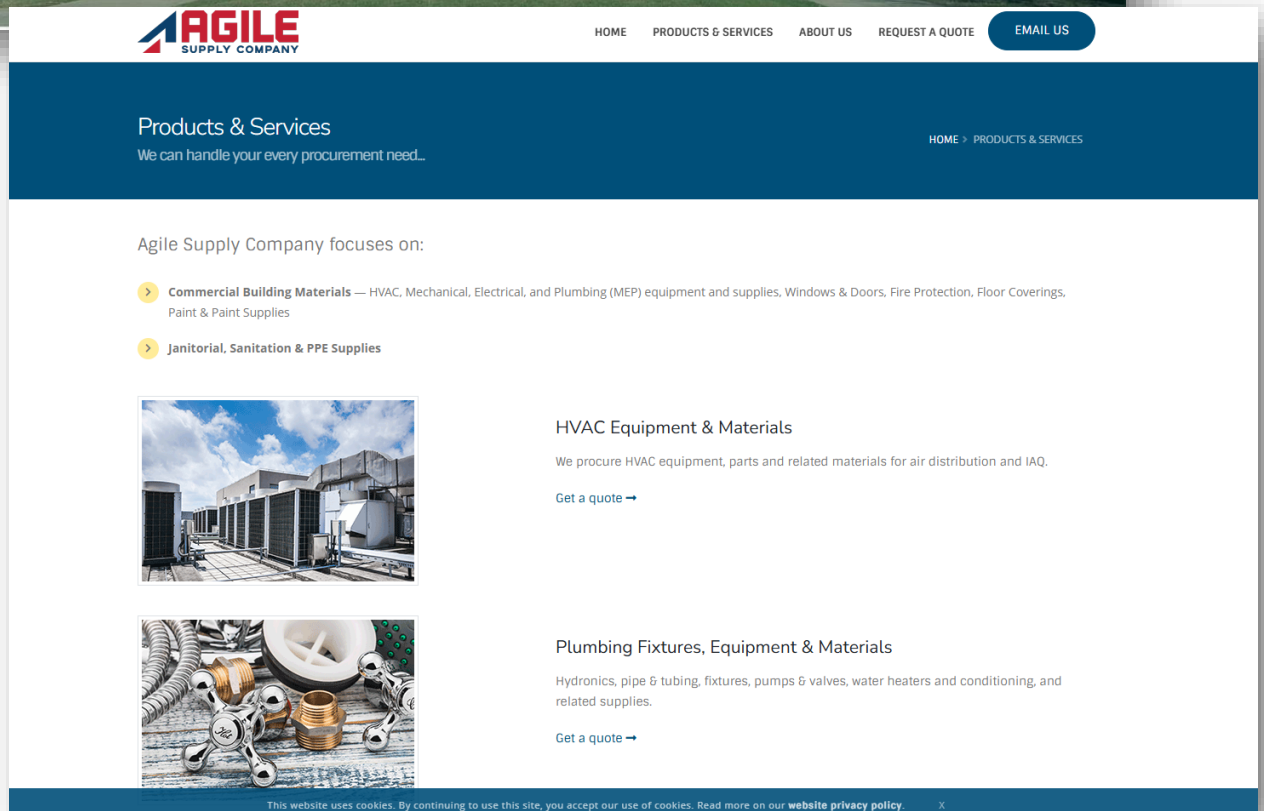
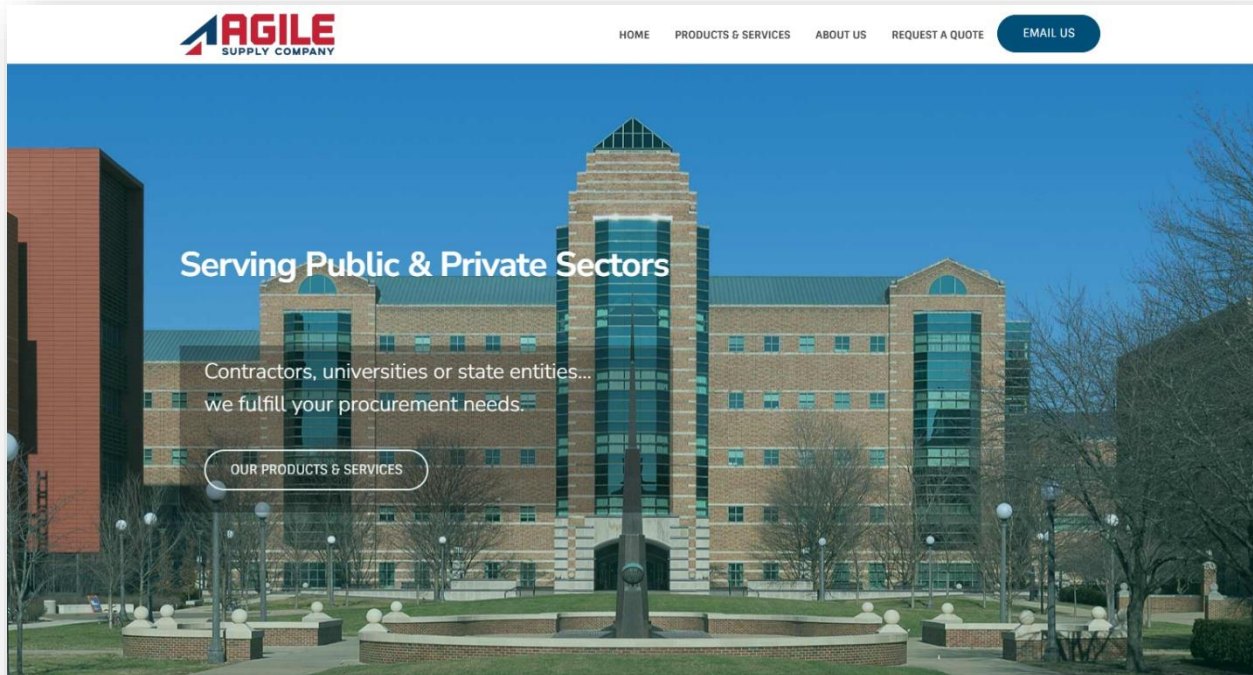
Prior to CTM’s acquisition of Montrose Travel, the company maintained its own leisure travel brand called “Allure Travel”. In 2019, Allure Travel absorbed the Montrose Travel brand, but prior to this we personally built and maintained a separate website specifically for Allure Travel. Here are a couple screenshots:



Agile Supply Company - Website

<https://agilesupplycompany.com>

This client is a Chicago-based procurement firm (sister company to **Agile General Contractors** – see earlier in this document). The website is mostly informational with the ability for the user to “request a quote” on products and services. This is a “from scratch” website (not Wordpress).



About Us

Procurement with a personal touch...

HOME > ABOUT US

Hi, I'm Bryan Banks, President of Agile Supply Company. Welcome!

We're glad you're here. Allow me to introduce Agile Supply Company, a minority-owned, MBE-certified and NMSDC-certified, provider of procurement services to clients in both private and public sectors.

Whether you are a general or sub-contractor executing a job for an owner, or a university or state entity needing to buy direct, we can fulfill the procurement needs of your project!

Through a customer-centric, "value added" approach, we ensure that we are tightly aligned with the needs and timelines of our customers and partners in order to achieve mutual objectives.

We're big enough to handle your every procurement need, but small enough to care about providing unmatched personalized service to every one of our clients — a mandate we take very seriously day in and day out.





I am a firm believer in finding your true passion; mine is working with our clients to help them achieve their full potential and realize optimal growth. Put us to work for you!

Sincerely,

Bryan Banks
President
Agile Supply



Compare Features

				
	SaniSpray HP 20 Corded Part #102138914	SaniSpray HP 20 Cordless Part #102138922	SaniSpray HP 65 Part #102138930	SaniSpray HP 130 Part #102138948
Price (Excludes tax & shipping)	\$908	\$1,355	\$1,655	\$3,725
Type	Corded handheld	Cordless handheld	1.5 gal hopper w/lid	Roll & go cart setup
Spray	Spray 20 oz./min	Spray 20 oz./min	Spray 65 oz./min	Spray 130 oz./min
Flow	Adjustible 0-1000 psi	Adjustible 0-1000 psi	Adjustible 0-1000 psi	Adjustible 0-1000 psi
Duty Cycle	Up to 15 gal/week	Up to 15 gal/week Spray 2.5 gal/battery charge	Up to 50 gal/week	Up to 100 gal/week
Usage	Handheld gun	Handheld gun	Hose & Gun	Two Hoses & Guns
Weight	10 lbs.	10 lbs.	39 lbs.	98 lbs.
Availability Est. 7-day business days delivery	Available now	Available May 11 (preorder)	Available now	Available now
Notes	Cannot be used with alcohol-based disinfectant			

GET DETAILS OR ORDER



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We've been there on the front lines: writing and executing award-winning business plans and marketing plans, developing standalone and web-based applications to solve complex business needs or to deliver exceptional customer experiences, and raising millions in funding from angel and venture capital investors. We've played a key role in generating over \$2 billion in revenue for our clients and partners.

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