

**INTERNET
MARKETING SOLUTIONS**

Knowledge Transfer Tools
From Experienced Web
Designers and Internet
Marketers Who . . .
GIVE A HOOT!

Wendy Ogryzek

**Media Press Kit
2017**

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Visit Wendy's Press Kit online at: www.wendystake.com/presskit.asp

Wendy Ogryzek

STAGE PRESENCE

Small businesses are created and driven forward by entrepreneurs. They possess specific areas of expertise, supported with a strong dose of passion. That said taking your small business to the internet can necessitate a pretty steep learning curve.

With a warm, inviting stage presence Wendy stands up and delivers a comprehensive and deep understanding of:

- ◆ How to market your website.
- ◆ What Social Media Networking is all about.
- ◆ How to build your business Facebook Fan Page.
- ◆ What it takes to convert site visitors into customers.
- ◆ How to target your niche market.



Wendy's humorous "give it to you straight" style comfortably folds her audience in. Breaking through the technical jargon Wendy truly speaks to her audience . . . on their terms, using language that everyone understands.

Comfortable with an audience of any size, Wendy's timing and delivery ensures that her audiences leave the room smiling, informed and inspired to make or save money with their business websites.

Contact june@bWyse.com to book a speaking engagement with Wendy today!

Presentation Details (Free Workshops)

FREE! WORKSHOPS AND PRESENTATIONS

Each of the following FREE! Workshops are a 60 minute presentation. These workshops can be tailored to meet your specific audience needs.

Website Design Best Practices

FREE!

Wonder if you're doing everything you should be doing with your website? Join Wendy and June of bWyse to learn the best practices for today's effective websites. We'll walk through a few websites to demonstrate what works and what doesn't ... and why. In this session we will review websites in detail to share ideas illustrate the 10 things that every website needs. We can include website reviews from audience members during the presentation.

Topics covered include:

- The best website practices & trends
- New and fresh design techniques
- What works on sites & why
- What's old school & time to let go
- And much, much more!

Do I Need a Mobile Website?

FREE!

There are 8 billion people in the world - 4 billion cell phones and 1 billion are smart phones! Half of all searches are done on a mobile device!! Join Wendy and June of bWyse as we explore the mobile world to help you determine if now is the time to create a mobile website for your business.

Topics covered include:

- An introduction to Mobile Websites
- Exploring Mobile Marketing and Advertising
- Location based applications like Foursquare & Google+ Facebook
- Help determining your next Mobile steps
- and much more!

16 Ways to Market Your Website for Low or NO Cost

FREE!

A comprehensive workshop based on bWyse's book *16 Ways You Can Market Your Website! Every Small Business Owner's Guide to Website Marketing*. This workshop is an interactive and participatory. Wendy walks

the audience through many techniques they can implement on their own to drive more traffic to their website.

Topics covered include:

- Website content.
- Navigation and the visitor's experience.
- The importance of local search.
- Gaining link popularity.
- Managing email marketing.
- Becoming an expert through article distribution.
- And more!

Twitter for Biz

FREE!

Twitter is becoming more and more important as a social media platform. Is your business using Twitter effectively? Do you wonder if your business should be on Twitter in the first place? During this presentation we explore the ins and outs of why and how Twitter can work for a business. This interactive and entertaining presentation will have you laughing and learning.

Topics covered include:

- How to create your account
- Complete your profile
- Who you should be following
- How, when and why to follow others
- Tools to be more efficient and more!

Sell More Online! 6 Steps to Cover Visitors into Buyers

FREE!

Are you successfully converting your website visitors into website buyers? If not, you won't want to miss this all-encompassing workshop based on bWyse's book *6 Steps To Convert Visitors into Buyers! Every Small Business Owner's Guide to Selling Online.* This workshop is an interactive and participatory presentation. Wendy guides the audience through specific strategies they can implement to increase their online sales.

Topics covered include:

Part I: Are You and Your Website Ready to Go?

- Website design, navigation, copy and content.
- Who buys your stuff?

Part II: Drive More Traffic to Your Website

- Linking, Organic Search Engine Optimization, Pay Per Click.

Part III: Building Trust and Loyalty: Your Contact Database

- Psychology of buying online, creating loyalty, personal bonds.

Ask the Expert!

FREE!

Confused by Internet Marketing, Social Media, Websites? This session is designed for you! Join Wendy and June of bWyse who will answer any and all of your questions. This is a fun and informative interactive sessions that guarantees you'll learn a ton!

Topics covered include:

- Blogging and Updating Your Websites
- Do backlinks still work after Google updates?
- Social Media - the how and why of it all!
- How to drive more traffic to your website
- Website content
- Navigation
- Local Search
- Link Popularity
- Email Marketing
- And much, much more!

Blogging – Get Started Now!

FREE!

Your blog is the foundation of your Social Media strategy. Still trying to figure out how to use a blog to work for your business? Are you looking for the raw truth about how to blog, what to blog and why you should blog? Join this presentation to learn all the nitty-gritty details of blogging . Bring your questions for a fun and entertaining, informative hour.

Topics covered include:

- Successful parts of a blog.
- Secrets for more traffic.
- How to write engaging content.
- Maximize your social media.
- Optimize your blog.
- BONUS – Blog topics to get you started!

Writing Web Content

FREE!

Good website content is essential to creating a good user experience. Users need to quickly and easily be able to understand what you're saying on your web pages. Join Wendy and June from bWyse for a workshop where you'll

learn what good content is ... and how to easily create it! This workshop promised to be fun, interactive and informative.

Topics covered include:

- How to write offers, advertise events, showcase products
- Writing for readability and user conversion
- Writing for Search Engine Optimization
- Creating a blog publishing calendar
- Where to find content inspiration
- and much more!

Pinterest for Biz

FREE!

Pinterest is the latest social media site to explode in popularity! It is a virtual bulletin board where you create collections and follow the collections of others. Explore Pinterest and discover how to use it to promote your small business. Leave knowing how to display your products, drive traffic to your website and increase revenues.

Topics covered include:

- How do I set up my Pinterest page?
- What Can You Do with Pinterest?
- So, why should I be on Pinterest?
- How do I navigate Pinterest?
- How do I pin something to Pinterest?
- How do I get started on Pinterest?
- How do I set up my Pinterest page?
- What should I pin on Pinterest?
- and more!

Email Marketing

FREE!

Email marketing remains the most effective online marketing way to directly reach your prospects and clients. What you write and how you design your emails does make a difference! Join Wendy and June of bWyse to help you explore strategies for improving your open rates, customer engagements and how to grow your contact lists. Learn how to create professionally designed, effective email marketing campaigns.

Topics covered include:

- Tools for a more professional email look
- Contact list growth and segmentation
- How to leverage social media

- Email marketing strategy you can implement
- Different types of email campaigns
- How to improve sales conversions
- and more!

Videos and YouTube

FREE!

Videos continue to be extremely important on the internet. Does your business use video effectively on your website? Do you know how to make quick and easy video blogs? Have you already created a YouTube channel? If you're ready to make your website more engaging to your visitors, you'll want to join Wendy and June of bWyse as they outline the strategy and tactics for effective use of video on your website.

Topics covered include:

- Why Video is so very important
- How You Can Use Video on Your Site
- Basic Editing Techniques
- Basics of YouTube
- and much, much more!

Get Found on Local Search (Google & Bing)

FREE!

Do you have a brick and mortar business and want more foot traffic to come through your doors? This presentation will teach you important tactics for creating and optimizing your local search profiles that result in getting your listings to the top of local search results. Over 45% of all Google searches are local searches - and those listed in the #1 position receive between 35% - 50% of the search traffic. Best yet ... Local Search listing are a FREE service!

Topics covered include:

- Claim your Local and Places Listings
- Validate your Local and Places Listings
- COMPLETELY fill out your profiles
- Optimize your Local and Places Listings!
- and much, much more!

LinkedIn for Biz

FREE!

Are you using LinkedIn as effectively as you can for your business? Do you need to know how to create a company page for your business on LinkedIn? Want to know how to integrate your blog to publish automatically on LinkedIn? If so, you'll want to join Wendy and June of bWyse to learn how

to use LinkedIN as an effective addition to your Social Media Marketing Strategy.

Topics covered include:

- How to generate more leads
- How to complete your profile
- Proper ways to promote your biz
- Recommendations & Endorsements
- Company page overview
- and much, much more!

Grow Your Facebook Fan Base

FREE!

Do you want more LIKES on your Facebook Business Page? Want to learn how to create more engagement and interaction among your fans? Join Wendy and June of bWyse as they outline a strategy for to make your Facebook Fan Page work for your business.

Topics covered include:

- Tactics and strategies for building your online community and increase your fan base.
- Interesting and fun ways to engage your fans on a regular basis.
- Tips for promoting and marketing your Fan Page.
- and much more!

Presentation Details (Fee-based)

FEE BASED - WORKSHOPS AND PRESENTATIONS

Any of these workshops can be tailored to meet your specific audience needs.

Understanding Social Media

\$ 750.00

An informative and educational presentation that demystifies the Social Media world. Engaging her audiences with a few “aha” insights, Wendy helps them understand how Social Media Networking can work for their business. Audience members leave with a high level Social Media plan to incorporate into their marketing plan.

A comprehensive overview of Social Media and the strategies needed to understand and implement these techniques into your marketing plans. Learn how blogging, Facebook, Twitter, YouTube and more can be integrated into your organization’s communication plan. By the end of the class, you will have a strategy for putting the new information into practice.

Three hours of instruction: one session

Topics covered include:

- Understanding your brand perception.
- Twitter and Facebook strategies.
- How to use video & audio in your social media strategy.
- How social bookmarking works.
- How to improve your website ranking via a Social Media strategy.

How to Build a Facebook Fan Page for Your Business

\$ 1500.00

Facebook is the single most trafficked Social Media website with over a billion unique users. Where better to advertise your business? But, according to Facebook terms of service agreement, personal accounts can be *banned* for advertising their businesses. All small businesses must have a Facebook Business Brand Page. Wendy walks workshop participants through the steps it takes to create a Facebook Business Brand Page for their business.

Facebook Brand Page for Small Businesses – A hands on, interactive three part series that teaches students how to build, optimize and market their business brand page – the right way. By the end of the course students will not only have a working business brand page, but also have the skills necessary to market and grow their fan base.

Nine hours of instruction: three hours per session, three sessions

Topics covered include:

- Step by step instructions for creating your Brand Page.
- Recommendations for adding engaging content to your Brand Page.
- Suggestions for growing your fan base.
- Tips to assist you in promoting your new Facebook Brand Page.

Search Engine Optimization for Small Businesses

\$ 1000.00

Confused about what the search engines want from your website in order to rank as high as you can. Join Wendy and June of bWyse to learn how to beat your competition to rank higher on the search engines. All secrets are revealed about what you need to do on your website pages to make the search engines happy. By the end of the class, you will have a strategy for putting the new information into practice.

Six hours of instruction: three hours per session, two sessions

Topics covered include:

- figure out the best keywords to use
- write meta data for each website page
- add on page elements to improve ranking
- use link building, and
- incorporate other important SEO techniques!
- and more!

Presentation Details (Customized)

CUSTOMIZED PRESENTATIONS

This is a partial list of Wendy's expertise. She can create a customized presentation for any of these topics.

- Rewriting your homepage content.
- Researching your keyword phrases.
- Writing meta data for your website.
- Maximizing your link popularity through inbound links.
- Strategizing article writing and distribution.
- Getting started with writing your blog.
- Making the most of your online eNewsletter.
- Improving your website navigation.
- Incorporating video into your marketing strategy.
- Keys to domain names.
- Making client testimonials work for you.
- Creating and implementing a local search strategy.
- Optimizing images for the search engines.
- Improving your website design.
- Gaining clients through email marketing.

If you are seeking an Internet Marketing expert to present on a topic that isn't on the list, please don't hesitate to ask. Wendy can tailor a presentation to your specific topic and audience needs.

Wendy Ogryzek's Photos

IMAGES TO DOWNLOAD TO USE IN EVENT PROMOTIONS

Go To: www.bWyseInternetMarketing.com/PressKit.asp to download these low and high resolution images.



Wendy Ogryzek Biography

SHORT BIO

Wendy Ogryzek co-founded bWyse (www.bwyse.com), a family-owned internet marketing company specializing in web design, development and hosting, eleven years ago. Over the years, Wendy has assisted hundreds of small businesses to save and/or make money with their website and internet marketing solutions.

Wendy's innate marketing talent facilitates and expands the marketing ideas and opportunities of her clients, resulting in lead generation, reduced costs, and increased revenues. Wendy's expertise includes website design, navigation and usability, social media, low-cost marketing ideas, bulk email marketing and driving qualified traffic to websites.

Wendy's passion about internet marketing ensures the website solutions she has to offer will always be a *blast* to implement.

Wendy Ogryzek Biography

LONG BIO

Co-Founder

Wendy and her sister, June Bachman, founded bWyse in 2003. A natural in the role of bWyse Project Manager Wendy, has an uncanny ability to know what her customers need—and she makes sure that’s exactly what bWyse delivers. With meticulous organizational skills, she tenaciously tracks every step of bWyse projects, from initial concept through design and implementation. You might say that if June is the bWyse computer, Wendy is its keyboard—the communicator who makes everything come to life.

Family Circle

Wendy considers it a privilege to work with her own family, and she fosters a close, family-like relationship with all her clients. As a lateral thinker, she can anticipate problems and solve them before they ever occur. And, she uses her keen memory to maintain a mental database of important information ranging from client preferences to important dates in their lives (and even the name of their new puppy!).

Wendy’s greatest asset to bWyse is her ability to create a strong, internal support structure. Her attention to detail, coupled with a thorough understanding of the financials—invoicing, accounting, tracking, billing—ensures the company’s credibility and longevity in the marketplace.

Good Humor

No story about Wendy would be complete without mentioning her good-hearted, and well developed sense of humor. Spiced up with humor she can meet you on your current level and gently—but firmly— move closer to your goals. (Clients sometimes make up excuses to call, just to get a dose of good cheer!)

A Smorgasbord of Talent

Wendy brought to bWyse a strong background in administration, accounting and customer service in the insurance and foodservice industries; she also worked in debt-management and credit counseling. She holds a degree in culinary arts and a degree in business administration from Lake Washington Technical College.

Giving Back

Community service is a family affair, as Wendy and June have collaborated with local non-profits. They built and launched web sites local community groups; they also serve on the Seattle Ki Society Dojo board. For the Stella Schola Choice School in Seattle, Wendy and June designed a web site to facilitate its day-to-day administration; over the years they have contributed hundreds of volunteer hours for school administration and special events.

BWYSE LLC – INTERNET MARKETING COMPANY

A bWyse “Internet Solution” is more than a website. It includes many services: consultation, custom design, development, hosting, optimization, site registration, review of connectivity, training and marketing support. A bWyse Internet Solution is a package of services tailored to the unique need of a client, designed to ensure a return of the client’s investment.

bWyse is the premier web design, development and hosting company of the Greater Puget Sound area. We are a young, vibrant, family-owned company, affiliated with world-wide associations. We have been in business since 2003 and are committed to ongoing success and growth. Our standards demand that we provide high quality web solutions, products, services and internet marketing, while positioning our company to capitalize on new opportunities. It is extremely important to us to offer you the most up-to-date solutions available. We continuously strive to enhance our existing products.

Our Philosophy

We accomplish our mission through true commitment to the core values of TRUTH, HONOR, RESPECT, INNOVATION, EMPATHY and PASSION.

Our Goal

We are a relationship based company. It is our goal to become your internet solution provider. We pride ourselves on our ability to assist your organization’s growth through the development and implementation of web technologies.

Our Identity

bWyse stands for “Bachman Web Yetties System Experts”. Although some cultures consider the Yettie (YETI) to be the Abominable Snowman, our Yettie stands for “Young, Entrepreneur, Thirty-something Techies.”



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