



Jim Smith, Blarneystone, LLC

Background

- Commercial web designer since 1993.
- Web Hosting with Rapidsite from 1998-2000.
- Moved clients to Precision Pros (Verio) in 2000.
- Currently migrating clients from three VPS2 onto a MPS server (with Precision Pros help).
- Was commissioned to write book in 1999 called "How to Start a Home-Based Web Design Business". The third edition was just completed and sent to bookstores in January.¹
- The business office is in home in Amston, CT but working office is in Hartford, CT.
- Blarneystone, LLC owner (Managing Director) is Jim Smith.

Business Focus

- The focus of Blarneystone, LLC is on web design work.
- Web hosting is primarily used for Web Design clients.
- Bulk of business is small business design work with some subcontracted repair work as well.
- Web Servers are managed by Precision Pros (Mark Sharkey).
- Web Design focuses are:
 - Layout using Cascading Style Sheets and clean HTML coding.
 - Fixing layout issues that have stumped other less experienced designers.
 - Cleaning up HTML to fix problems.
 - Modifying web site code to meet the W3C HTML standards.
 - Improving search engine listings.²

Experience

- HTML including validation and style sheets and hand coding (when needed).
- PHP – No expertise but experience in working with and fixing issues.
- WordPress setup and configuration and design.
- Plogger photo gallery setup, config and design.
- ZenCart (and before that OSCommerce) for e-commerce solutions.
- Authorize.Net reseller.
- Search engine optimization and also offer setup of Yahoo & Google sponsored links.
- Design tool of choice is Dreamweaver – least favorite is FrontPage.

¹ Details on the book are at my web site at www.blarneystone.com/designbusiness. Latest edition is available at Amazon and others (www.amazon.com/gp/product/0762741783).

² Search engine results are not by sneaky tricks or magic but by clean code and other appropriate means. Type in name tape and out of 18 million listings, Blarneystone's client, sterlingnametape.com comes in top 5. Same with CT mortgage or Connecticut Mortgage (cmlenders.com).