

Leista Andrea Burnett

About

I am a SEO Web developer and SEM/SMO expert with 10+ years combined experience in Direct Marketing, SEO website design, development, Social Media, Networking, SEM deployment and Print Design. If you are interested in Search Engine Optimization services, you can stop now because I've helped many companies understand what it takes for people to find their product and services when using search engines like Google and Bing. That's right. I can boost your website ranking on the major search engines.

Over the years people have asked how I got into creating and marketing websites, so I'll share my story, side journeys and all. Sometimes, as in my case, it's the side journeys that lead us to our most fulfilling paths in life.

After graduating Palm Beach Community College with a focus in Marketing, I wanted to get a taste of the Marketing lifestyle so I moved to Pensacola on Internship with the Pensacola News Journal. The Editor, Dennis Gardner, saw my passion for creating new product lines and added me to the Pensacola News Journal Marketing Committee, where we researched and implemented the first four-color process on newspaper for USA Today - It was a success because USA Today was very well know for its colors. Then my love for computers took me back to college at FAU where I studied Computer Science. I re-entered the work force as Director of Internet Marketing / HTML Specialist for CTS - Commodity Trend Setters. We launched the first online trading tools and analysis charts for the Chicago Board of Exchange. I utilized what is now know as Affiliate Marketing to spread the word on the internet through sister sites. The site brought in \$1.4 million the day it was launched before closing in 2000.

I allowed my Marketing talents to travel the journey with me and now I'm able to use my knowledge of Marketing when building SEO websites making it part of my career choice. I realized that a well designed website is a beautiful creation and I can give you the WOW, but without marketing it was not found. Just like innovation without Marketing is nothing. I setup the Copywriter of the Year, Clayton Makepeace Online. Mr. Makepeace wrote, packaged and sold the first Internet marketing techniques and strategies using SEO and SEM.

I currently lend my talents to companies through outsourcing as a contractor. I have travel to California, North Carolina, Boston, New Jersey, Canada and Italy on work assignment. My career and my life have been a great journey into the future of the Internet.

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Your One Stop Source for buzz around content with WOW

MS Suite: Word, Excel, Access, PowerPoint, Outlook

CS5 Expert: InDesign, Flash, Dreamweaver, Illustrator, PhotoShop, Premier Pro-Video Editing;
QuarkXPress and a multitude of other programs

Development: Using Adobe CS5 WebMaster products, NetBeans, XHTML/HTML5, CSS and LAMP (Linux (operating system), Apache HTTP Server, MySQL (database) and PHP) JQuery and Javascript :: MAC and PC

Source files: Wordpress, Magento, Drupal and many more

SEM/SEO Black/White Hat: Remember SEO is a long-term play & text is King on the Internet!

- * Keyword Research
- * Competition Research
- * SEO Web Development
 - * Domain name, title, tagging, description, keywords, content, image optimization, internal link building, video optimization, landing pages, squeeze pages, opt-ins to database
- * SEO Analysis and Reporting
- * Site Submission, Indexing, Robots, htaccess, Redirects
- * Internal, External, One Way Link Building
- * Article Creation & Submission
- * Email Campaigns
- * 3rd party API's (Social Networking/Media- YouTube, Facebook & Twitter)
- * Affiliate Network
- * Google, Bing, Yahoo PPC / Analytics - WebMaster's Tools
- * Directory Listing
- * RSS feeds
- * Reputation Building
- * Brand Building
- * Mixed, Guerilla and Data Driven Marketing
 - * All conventional mediums (video, print, radio, etc.)
- * Internet Marketing Plan, Content Writing
- * Domain Registration, Multi-site Hosting, Gateway setup, Server/Account setup.

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Sample Projects

Most of the websites that I build/setup/maintain utilize SEO. I have developed EVERYTHING from the graphics to the code (hand coded pure CSS) to keyword research and ad generation.

<http://Hippocratesstore.org>

<http://radianceofpalmbeach.com>

<http://smartug.com>

<http://firehousewireless.com>

<http://eastcoastpressurcleaning.com>

<http://thelearningexperience.com>

<http://blog.thelearningexperience.com>

<http://thelearningexperience.com/search>

<http://whippany.tlechildcare.com> (sample of 97 centers sites)

<http://tlechildcarefranchise.com>

<http://GoldBuyersPack.com>

<http://GoldBuyersOfAmericaLocations.com>

<http://beta.goldpartypro.com/GoldPartyPro-newsite/index.html>

<http://GoldBuyersRep.com>

<http://blog.goldbuyerspack.com/>

<http://rvnspeech.com>

<http://ehrtv.com>

<http://johnrigbyandco.com>

<http://hogwildoutfitters.com>

<http://logansolutions.com>

<http://physiciandragon.com>

<http://vector-computers.com>

<http://voicetalkinc.com>

<http://cgcdesign.com>

<http://thomasaaronbilliards.com>

<http://csijax.com>

<http://makepeacetotalpackage.com>

<http://cgcdesign.com/Polly>

<http://www.odysseymc.com>

<http://myblackpearlproperties.com>

<http://alltelnetworking.com>

<http://apexpavers.com>

<http://edcolaw.com>

<http://legacytrustcompany.com/>

<http://realitycheckfirstcoast.com/>

<http://www.PioneerLinens.com>