

## Portfolio

Dave Webb  
157 W 200 S  
Springville, UT 84663

801-471-3563

[dave@webbstuf.com](mailto:dave@webbstuf.com) | [www.webbstuf.com](http://www.webbstuf.com)

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These are examples of some of my more recent work. Click to the live websites to see details.

### utah.com national parks section:

<http://utah.com/nationalparks/>

I produced excellent content providing details information in a readable format. I wrote much of the text myself and worked with contractors on the rest. I did much of the html coding for the content on these pages.

I also took many of the photos and shot some of the video.

Search engine optimization was a key objective. All utah.com main national park pages rank at or near the top for google searches, and those are very competitive phrases. When I took on the project, utah.com did not even show for some key phrases like Capitol Reef National Park.



### utah.com daily blog:

<http://www.travelheadlines.utah.com/>

I research, write and post a daily blog related to travel-tourism. I include photos and video in some blogs.

### beavercreeklodge.com photo gallery:

<http://www.beavercreeklodge.com/photos/>

I recently upgraded their photo gallery to use Ajax technology to show their excellent photos in a more pleasing format.

I also optimized their site for key phrases related to family reunions. They now have first page rankings for *Utah family reunion*, *Bear Lake family reunion* and similar phrases. That accomplishes one of their key marketing goals.

I helped them set up a pay-per-click ad campaign to support their marketing.



**utah.com video enhanced ads:**

<http://www.utah.com/lodging/profile4834.htm>

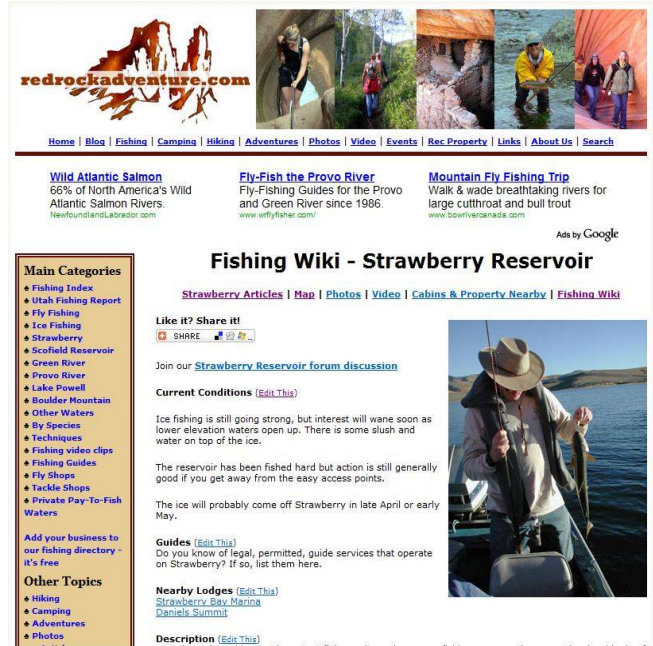
This has been a very successfully marketing tool on utah.com, where we provide ads for clients. The ads combine video with text to show key selling points.

I defined the concept, mocked it up and convinced management to give it a try. It has resulted in hundreds of thousands of dollars of revenue.

**redrockadventure.com wiki:**

<http://redrockadventure.com/fishing/Strawberry/index.php>

I created a specialized wiki from scratch. I defined the project and wrote the code using PHP/MySQL. The wiki allows all registered users to edit text, post photos, create new points on a map, post comments, create new articles and do other tasks. It actually works very well.



More examples can be seen on my website: [http://webbstuf.com/website\\_development.htm](http://webbstuf.com/website_development.htm)