



PO Box 1281
Rockville, MD 20849-1281
301/421-4890
<http://www.wbo-mc.com>

MEMBER PROFILE - NOVEMBER 2003

Joan Cranmer

Web site designer, developer and hoster Joan Cranmer specializes in helping small to medium-sized businesses gain increased visibility through websites. "People are searching the web for various things or people, particularly in a business-to-business environment," says Joan. "While consumers may search the web only occasionally, business-to-business looks at the web first."

Website creation is a multi-step process involving a great deal of client input. Websites are marketing tools, so clients' marketing collateral (i.e., a logo, artwork, preferred colors or fonts), can be helpful during the initial design phases even before Joan's guidance and technological expertise are involved. For example, material used on the website must have good search engine visibility and may need to be edited specifically for the web. Clients defer to Joan, knowing that she was trained as an engineer and understands the technical aspects of web technologies.

Joan's company, Tempest Web Publications, came into existence in 1998 to provide a resource for small, high tech companies wanting to maximize their web presence. Despite having used the web for years, Joan was not happy with the quality of most business websites. Wanting to make websites a positive way for companies to improve customer support and communications, get information and improve their corporate image, she began creating websites for clients, intending to target her efforts to a small high tech market. Joan now has clients in real estate, construction, crafts, e-books, car repair, and many other non-tech fields as well.

Located in several different states, Tempest Web clients come mostly through recommendations from other clients and from marketing people whom Joan has met through the years. She likes the flexibility of her schedule and her ability to set her own limits while deciding what services to offer. A WBO member for approximately four years, Joan enjoys our group's "broad spectrum of businesses and personalities." Born in Kansas, Joan has lived in Pennsylvania, upstate New York, Massachusetts and California before coming to Maryland. When she is not working, she enjoys sailing (serving as crew on friends' boats) and taking short road trips to places like Virginia wine country.