

USABILITY
ACCESSIBILITY
CONSULTING
WRITING
WEB CONTENT

Content is King, as the saying goes. But a lot has changed in the last few years that make that “Kingship” harder than ever to wrap your arms around. Is your content 508 compliant? Is it usable? And what exactly does that even mean?

What you need is someone who already knows it; already “gets” it.

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simplifying
EVERYTHING



Writing that works for you

A PICTURE MAY BE WORTH A THOUSAND WORDS, BUT A THOUSAND WORDS IS WORTH THAT, TOO.

Whether it's a website, a newsletter, or rolls of papyrus, if you've got something to say you want to make sure it's said in a way readers will understand, embrace, and act on. With over 15 years of writing experience, I can analyze your readers and write copy that will get results.

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flexible solutions for your business needs

WRITING SERVICES

- COPYWRITING
- GRANT WRITING
- WEB CONTENT
- PROPOSALS
- ARTICLES
- EDITORIALS
- NEWSLETTERS
- EMAIL MARKETING
- TECHNICAL WRITING
- GAME DESIGN

ACCESSIBILITY, WAI, AND SECTION 508

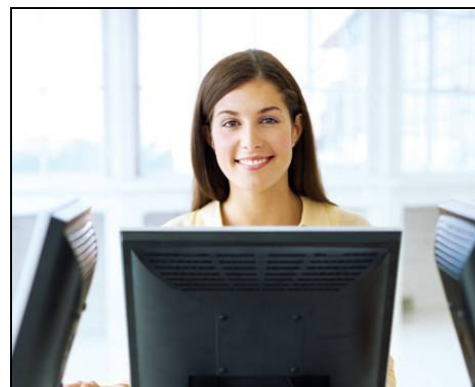
Nearly 20 percent of internet users have some form of disability. If you run a government website, chances are you have a mandate to be Section 508 compliant. Other sites have an obligation to their users, both from the view of the Americans with Disabilities Act (ADA) and because it's just good business to meet your customer's needs.

But keeping track of all the ins-and-outs of accessibility research and Best Practices can be a drain on resources. I've been at the forefront of accessibility research and policy for the last decade, and I can put that experience to work for you.

Don't worry. I've got you covered.

USABILITY CONSULTING

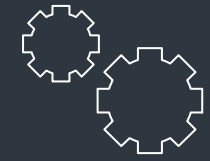
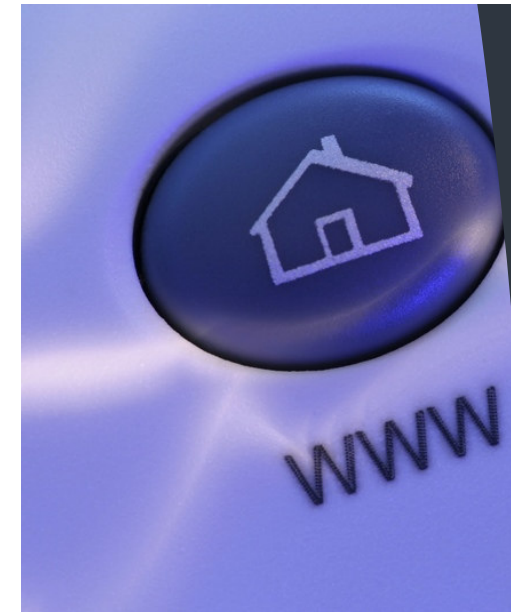
If someone can't use your website, they'll go to one they CAN use. If you've ever tried to program a VCR unsuccessfully or pulled the handle of a door that needed to be pushed to open,



you know what poor usability is. If you've been able to access content, services, or products without frustration, you've discovered good usability.

I've performed usability studies on both government and private business clients. Some of my clients include:

- The Commonwealth of Virginia Web Portal
- The California Office of the Patient Advocate
- VHDA
- Longwood College



COPYWRITING

Content that gets your message to your customers, either on the Web or in print.



USABILITY

User Studies and Best Practices combined to create a user experience that works.



ACCESSIBILITY AND 508 CONSULTING

Find out if your site meets 508 requirements, and if it doesn't, find out how to fix it.

