

*Founded in 2006, Understated Excellence was formed as a vehicle to provide independent thought leadership, strategic advice, development and communications expertise for businesses and enterprises.*

*Understated Excellence also applies analytical expertise to confirm advice and guidance received from external parties is in the client's best interest, and appropriate for their short and long-term requirements.*

*The major goals of Understated Excellence has been to give back to the community and to proactively empower clients with the capability to easily self-maintain their sites and systems; while knowing they also have capable and timely support when they require it.*

*These goals consider the tools, experience and abilities clients currently have, use and want to develop; using the skills, tools and experience derived by many projects, practice and continuous training.*

*Understated Excellence achieves this by using experience:*

- *Across multiple domains of telecommunications research that have developed insightful analytical skills,*
- *Across a broad range of business structures, sizes and complexities,*
- *That has given an understanding of constraints and expectations,*
- *In the reliability and integrity of products, services, information, and processes.*

*Understated Excellence use some basic principles*

- **Philosophy:** *It is what you do not see, that makes the difference*
- **Motivation:** *Always leave a place better than I found it*
- **Goal:** *client education and self-reliance with expert support when required*

Ideally this means Understated Excellence is

- Not just a resource to deploy, but a collaborator to develop your
  - Strategies
  - Campaigns
  - Business
  - Processes and
  - Communications

**Job Role: Founder. Strategy. Analyst (Business, Data, Digital, Technology, Process)**

**Tools**

<i>Analysis</i>	<ul style="list-style-type: none"> <li>• Screaming Frog; Tableau; QlikView; Lynx Text Reader</li> </ul>
<i>Analytics</i>	<ul style="list-style-type: none"> <li>• Google and BING Analytics and Webmaster Tools; Event Tracking (Downloads, External sites); Aswat's; Binary Canary</li> </ul>
<i>Automation</i>	<ul style="list-style-type: none"> <li>• Excel (VBA); iMacro; UI Path</li> </ul>
<i>Communication</i>	<ul style="list-style-type: none"> <li>• Outlook, TRIM (Email and Document Management and Retrieval), MailEnable; Gmail; MailChimp; Wufoo Forms</li> </ul>
<i>Configuration</i>	<ul style="list-style-type: none"> <li>• WHM, cPanel, Domain and DNS Management; Microsoft Exchange (user administration and Exclaim Email Signatures)</li> </ul>
<i>Development</i>	<ul style="list-style-type: none"> <li>• Adobe Dreamweaver; Bitnami; Virtual Box; WordPress; Joomla! Moodle eLearning; SharePoint; CSS, HTML, PHP and PHP MyAdmin; RegEx</li> </ul>
<i>Documentation</i>	<ul style="list-style-type: none"> <li>• Microsoft office suite of tools (Word, Excel, PowerPoint, Visio); draw.io</li> </ul>
<i>Media Management</i>	<ul style="list-style-type: none"> <li>• Photoshop and Fireworks (Adobe), GIMP; Pixlr, Davinci Resolve</li> <li>• Jira, Tempo and Confluence (Atlassian project management); Gemini (Open-source ticket management application); Open Project (open-source project management application)</li> </ul>

## **Techniques**

<i>Application and Data Design and Management</i>	<ul style="list-style-type: none"><li>• IT Infrastructure management including server, domain, email configuration</li><li>• Development, testing and maintenance</li><li>• Process optimisation</li><li>• Data and information reliability improvements by cleaning and standardising for future use</li></ul>
<i>Branding and Digital Strategy Documentation</i>	<ul style="list-style-type: none"><li>• Websites, downloads, text, image, video (multi-media)</li><li>• Holistic and recognisable design elements, including filenames</li><li>• Detailed research evaluations of products, competitors and markets</li><li>• Detailed, easy to understand, technical and user process instruction manuals</li><li>• Simplifying complex ideas and concepts for quick and accurate decision making</li></ul>
<i>Information Architecture, Design and Management Mentorship</i>	<ul style="list-style-type: none"><li>• Websites, downloads, text, image, video (multi-media)</li><li>• Content, layout, navigation for easy to find important and relevant information</li><li>• Provide strategic advice related to products, technologies, techniques and markets; and how they can be applied to an industry or domain</li><li>• Provide independent evaluation of advice given by external parties, to ensure correctness and suitability for the user's needs, wants and goals</li></ul>
<i>Web Presence Optimisation</i>	<ul style="list-style-type: none"><li>• Organic (non-paid) onsite search engine optimisation</li><li>• Design and apply strategies for best use of digital assets</li></ul>
<i>Continuous Learning (Professional Development):</i>	<ul style="list-style-type: none"><li>• To gain and retain updated and current, relevant and interesting information, techniques and skills</li></ul>

## **Achievements**

- Developed, managed and optimised sites, applications and processes for small businesses start-ups and community groups
- Developed and improved small business, start-ups and community groups'
  - Skills experience and understanding of digital and online technologies, techniques and strategies relevant to optimising their online presence and business processes
- Developed and improved small business, start-ups and community groups' capabilities to self-manage projects, applications and sites; and their ability to evaluate and select an appropriate outsourcing agent(s)
- Developed, discovered and promoted new, novel and strategic content that has been utilised by successive designers either wholly or with minimal changes through subsequent site iterations.
- Provided detailed technical support for sites and plugins to improve functionality and convenience
  - Reduced SPAM to zero after using google Webmaster Tools to identify a malicious site linking to an online form. Replacing the compromised form generated a new URL. The new URL reduced the SPAM to zero, reduced recipient annoyance and improved mailbox management.
  - Liaised with developers and third-party providers to fix, update or implement missing functionality.
    - Drupal CMS | *Artisteer Template Builder*. Debugged issue, liaised with developers
    - Joomla CMS | Love Factory extension. Implemented PayPal payment method

## ***Courses and Seminars***

### Short Courses

- Big Data (Charles Sturt University)
- Business Analytics Tools for Finance Professionals - Virtual Classroom Series (CPA Australia)
- Agile Data and Information Management (Charles Sturt University)
- Marketing Analytics and Insights (RMIT University)
- 5 Steps to marketing success for small business (The Schaefer Group)
- Small Business Victoria: Pricing For Profit (Small Business Victoria)
- Understanding Your Business Numbers (Pitcher Partners)
- Strategy and Online Marketing (Pitcher Partners)
- Tender Writing (VECCI)
- Small Business Marketing: business seminar series (Pamela Wakefiled)
- Strategic Business Planning: business seminar series (Hugh O'Donnell)
- Holmesglen institute of TAFE - Travel Writing
- Holmesglen institute of TAFE - Travel Photography

### Seminars

- The Clever Bunch Marketing Program (Basic Bananas)
- Let's put your business on the map (Google and Senator Bruce Billson: Small Business Minister)

## ***Memberships and Associations***

- Australian Web Industry Association. Member Number: 965
- Frankston Photographic Club. Member: 2014 – current, Social Secretary: 2014-2019
- Frankston Tourism Network. Membership on behalf of Diviline and Mornington Peninsula Wedding Group
- Mornington Peninsula Wedding Group. Committee Member, Webmaster
- Melbourne SEO Meetup

## **PADI Divemaster (2006 - 2010)**

- Assist in teaching new students to Learn to SCUBA dive (Frankston, Mornington, Port Phillip Bay).
- Coordinate logistics and training of SCUBA courses in class, pool and open water sessions.
- Development and updating training materials for Snorkelling courses.

## **Case Studies**

A series of case studies has been developed to give a brief description and context of some of the major projects undertaken. After each case study is a summary of the tools and techniques used in the project.

## Case Study | Diveline - SCUBA Diving Retail, Maintenance and Training Facility

A relatively simple HTML website site developed by the business owner using Adobe Dreamweaver. Over time, the site had been added to much like grand pa's garage with pages that displayed inconsistently; had broken page and navigation links; content that needed updating and more aligned with what the business owner wanted to sell to make the most profit, and what the customers wanted to purchase. There was little to no use of meta tags (title, description, keywords, etc), file naming conventions or image alt texts.

I considered the tools and skills of the business owner and redeveloped the whole website using a custom HTML template that required minimal editing to update content, simplifying updating for the business owner. At that time several HTML tags had compatibility issues between Microsoft explorer and Firefox in particular. These needed to be considered during development of navigation images and for device and browser independence. Meta tags using keywords, page descriptions, consistent page titles and alt tags were implemented. The site was tested as working consistently across several of the major browsers (Microsoft Explorer, Firefox, Goggle, Opera, Safari)

A content strategy was developed to make the site and business the centre of expertise and a resource within the local dive industry and for SCUBA Divers. I conducted surveys of shop staff to find out what customers were asking for most and developed content promoting that. I discussed with the business owner what the most valuable products and services, from a business perspective, should be promoted more. I gave those products and services more prominence on the website. I developed downloadable brochures for SCUBA Dive courses aligned with the branding of the website for easy recognition. I also developed promotional material for the Frankston Tourism Network.

<https://understatedexcellence.com.au/documents/Microsoft%20Word%20-%20FINAL%20Diveline%20WaveLogo%20300dpi%20Brochure%20Frankston%20Tourism%20Information%20Centre%202009.05.06.pdf>

At this stage, the updated website garnered praise amongst users. However, the business owner suggested all that was done was words...

The value of understanding technology, users, owners and maintenance was soon to be shown.

The business owner bartered a new site design from another developer that was heavily Adobe Flash dependent. The website update was visually appealing. However, Apple had blocked Flash content citing potential security risks. Safari browsers would not render Flash, and therefore would not render the updated website correctly. Much of the site was broken on iPhones and iPads – almost 50% of the increasing mobile device market, even at that time. Plus, any modification to the Flash content would also need to be done by the developer – at cost, instead of inhouse – by the business owner.

All the content I designed and developed was copied over to the new site without editing. This indicated the limitations of other developers. When the shop was sold a new site updated, the site content I designed was directly copied over. The site has been updated again since then and the information I designed has been significantly reduced.

However, this took many, many years and site iterations...

<https://understatedexcellence.com.au/documents/presentation-2006--diveline--open-water-snorkel-diver-understated-excellence.pdf>

The project involved the following tools, and techniques:

### **Tools**

<i>Analysis</i>	<ul style="list-style-type: none"><li>• Screaming Frog; Tableau; QlikView; Lynx Text Reader</li></ul>
<i>Analytics</i>	<ul style="list-style-type: none"><li>• Google and BING Analytics and Webmaster Tools; Event Tracking (Downloads, External sites); Aswat's; Binary Canary</li></ul>
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<i>Documentation</i>	<ul style="list-style-type: none"><li>• Microsoft office suite of tools (Word, Excel, PowerPoint, Visio); draw.io</li></ul>
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### **Techniques**

<i>Application and Data Design and Management</i>	<ul style="list-style-type: none"><li>• Addressed HTML compatibility issues across major browsers, ensuring consistent site performance.</li><li>• Ensured site functionality across multiple browsers (Microsoft Explorer, Firefox, Google, Opera, Safari).</li></ul>
<i>Branding and Digital Strategy</i>	<ul style="list-style-type: none"><li>• Conducted surveys with staff to understand customer preferences and incorporated findings into the site content.</li><li>• Designed downloadable brochures and promotional material aligned with the website's branding</li></ul>
<i>Information Architecture, Design and Management</i>	<ul style="list-style-type: none"><li>• Updated and reformatted content to align with customer needs and business goals, focusing on profitability and customer demand.</li><li>• Redevelop the website with minimal content editing required.</li></ul>
<i>Web Presence Optimisation</i>	<ul style="list-style-type: none"><li>• Redeveloped a website using a custom HTML template, ensuring it was easy to update and maintain.</li><li>• Added meta tags, consistent page titles, keywords, and alt tags to improve site visibility.</li></ul>

pivotal in delivering a user-friendly, optimized website that catered to both the business's goals and customer needs.

## Case Study | Commander – Business Communications Provider.

Due to my experience in telecommunications research, I was engaged by a manager of Commander South-East to review a *New Mobile Phone Service* process. I uncovered process gaps while conducting staff interviews. I was able to recommend several process improvements; and documented the process improvements for consistency and completeness. These helped to reduce errors during commissioning new mobile phone services. (Client Interviews, Visio).

### **Tools**

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*Documentation* • Visio. documenting and visualising process improvements

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### **Techniques**

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*Application and Data Design and Management* • Leveraging expertise in telecommunications to analyse and improve processes.  
• Implementing changes to reduce errors in service commissioning.  
• Identifying gaps and inefficiencies in existing processes.  
• Identifying weaknesses and inefficiencies in existing processes.

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*Documentation* • Developing detailed documentation to standardise and improve processes.  
• Providing actionable recommendations and documenting process improvements to ensure consistency and completeness.

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*Information Architecture, Design and Management* • Conducting staff interviews to gather information and insights.  
• Conducting interviews to uncover process gaps and gather necessary information

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## Case Study | Rent A Bathroom, Rent A Loo, Brians Ensuites

A successful plumbing business owner was starting a new and distinct business to reduce their reliance on traditional plumbing work while still using their plumbing knowledge and experience. The new business, Rent A Bathroom was a hire company using Luxury Mobile Bathrooms. The business was in its infancy when I was recommended and engaged for website and search engine optimisation (SEO)

The project began with basic site editing and updates, progressing to managing the website on behalf of the original developer and Rent A Bathroom.

After conducting a site and content audit

- I developed a new html/php template to improve consistency and aid maintenance and updates.
- I designed and implemented onsite SEO strategies (tags, text, images)
  - enhance organic search results (SERPs)
  - reduce the reliance and costs of Pay Per Click marketing (PPC, Google Ads etc)
- I designed and developed content concepts strategies based on
  - potential markets and customers for the Luxury Mobile Bathrooms
  - requirements and constraints of the business owner

As the business matured, I was engaged to develop other marketing materials (online and print: website, business card, brochures, posters) using Adobe tools. I also performed onsite organic optimisation and content concept development for acquired assets including *Rent A Loo* and *Brian's Ensuites*. I administered and managed Google Analytics user management for SEM partners.

I also recommended that the business become a founding member of the *Mornington Peninsula Wedding Group*.

A website refresh was requested, and WordPress was the preferred platform. At that time, I had a better understanding of html/php and Joomla! Platforms. So another developer was engaged to migrate the sites.

The content I developed was migrated to the new website almost completely unchanged. Indicating that a holistic full brand development could not be undertaken by another developer. Most of the organic onsite optimisations were removed, with a preference for PPC strategies, which would have been more expensive to the business owner while searches that the site was optimised for would have been lost.

During discussions and evaluations of a proposed franchise agreement with the manufacturer of the Luxury Mobile Bathrooms, I gave strategic advice. This, in part, led to the formation of 1300ENSUITES.

I was then recommended to the 1300ENSUITES group and managed the websites, mentored members of the group, and developed strategies.

## **Tools**

<i>Configuration</i>	<ul style="list-style-type: none"><li>• Google Analytics: Used for managing user access and tracking website performance.</li><li>• Pay Per Click (PPC) Advertising: Managed and reduced costs associated with PPC marketing strategies.</li></ul>
<i>Development</i>	<ul style="list-style-type: none"><li>• HTML/PHP: Used for developing website templates to improve consistency and maintainability.</li><li>• Joomla!: Content management system used for website development.</li><li>• WordPress: Preferred platform for website refresh and migration.</li></ul>
<i>Media</i>	<ul style="list-style-type: none"><li>• Adobe Tools: Used for Developing marketing materials such as business cards, brochures, and posters.</li></ul>

## **Techniques**

<i>Application and Data Design and Management</i>	<ul style="list-style-type: none"><li>• Administering and managing user access for search engine marketing (SEM) partners.</li><li>• Overseeing the migration of content and functionalities to new platforms while maintaining SEO Optimisations.</li><li>• Developing, editing, updating, and managing websites</li></ul>
<i>Branding and Digital Strategy</i>	<ul style="list-style-type: none"><li>• Designing and developing content concepts and strategies based on market analysis and business requirements.</li><li>• Developing online and print marketing materials using Adobe tools</li><li>• Conducting audits to identify areas for improvement in site structure and content.</li><li>• Developing content strategies based on potential markets and customer needs.</li><li>• Ensuring consistent branding and content across all marketing materials and platforms.</li></ul>
<i>Mentorship</i>	<ul style="list-style-type: none"><li>• Providing strategic advice for business growth and development</li><li>• Guiding and mentoring group members to develop strategies and improve skills</li><li>• Evaluating and advising on proposed franchise agreements to support business expansion.</li></ul>
<i>Web Presence Optimisation</i>	<ul style="list-style-type: none"><li>• Developing and implementing onsite SEO strategies to enhance organic search results and reduce reliance on PPC marketing.</li><li>• Implementing tags, text, and images to improve organic search results.</li><li>• Performing onsite Optimisations to enhance search engine rankings without relying on paid advertising.</li></ul>

highlight a comprehensive approach to website development, SEO, content strategy, and business development for a new and evolving business.



## Case Study | Spiritual Love Match

An alternative dating and matching website with reports generated based on a series of answers to questions to determine personality, life stage and spirituality. The reports generated were for self-improvement (*Personal Reports*), or compatibility with others who answered the questions in a similar way (*Match Reports*). Answers were weighted across various attributes. The site used a customised Joomla! extension - Love Factory (<https://thephpfactory.com/love-factory-for-joomla>). The complexity of the Spiritual Love Match website was increased significantly by multiple previous developers with inconsistent development methodologies and little to no documentation.

I was engaged via the understated Excellence website to implement PayPal functionality for regular, ongoing payments. As the project progressed, I also documented the method the reports were generated from the database.

PayPal functionality was not available natively within the Love Factory extension at that time; even though the extension developers had received requests for this functionality via various forums and directly from users. The developers said there were no current plans on their development roadmap to include PayPal payment methods.

While investigating options for PayPal integration, it became apparent there was significant confusion. PayPal used similar terminology across different PayPal products which caused uncertainty within the PayPal documentation, the understanding by PayPal Integration Specialists, with other developers, and the site owner. After reviewing documentation; client requirements; potential development complications and legal liabilities; I edited the Love Factory PHP code to implement a *PayPal Subscribe Button* instead of *PayPal Recurring Payments*. This meant that credit card details, security and liabilities were outsourced to PayPal. Ongoing maintenance was greatly simplified, and a unique subscriber payment functionality was provided for this site using the Love Factory extension.

*Personal Reports* (single person grammar) and *Match Reports* (plural person grammar) were the same text stored in the MySQL database. They were not stored in native Joomla articles. The two different and unique reports (*Personal* and *Match*) were generated using a unique *Find and Replace* algorithm. The algorithm replaced the word 'you', when it appeared in the database.

Bitnami (WAMP local host webserver) was used to run a local development version of the website. The test site was used to develop and execute test plans, verify change requests and upgrades.

Documentation for the site and project was minimal. To improve ongoing maintenance efficiencies, I reverse engineered and documented the *Find and Replace algorithm*, the process and workflows where the text was in the database. The documentation allowed for future modifications and maintenance to be easier, faster and lower cost and to be developer independent.

## **Tools**

### *Configuration*

- PayPal: Integrated PayPal Subscribe Button for payment processing.
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### *Development*

- Bitnami (WAMP): Local development environment for testing and verification.
- Joomla!: Content management system used for developing and managing the website.
- Love Factory Extension: Customised Joomla! extension for the dating site.

## **Techniques**

### *Application and Data*

### *Design and Management*

- Modifying and enhancing existing Joomla! extensions (e.g., Love Factory).
- Addressing issues with existing code and third-party integrations, such as PayPal.
- Implementing PayPal functionality for regular, ongoing payments.
- Implementing PayPal Subscribe Button to handle payment processing securely and efficiently.
- Working with MySQL databases to manage and generate reports.
- Using tools like Bitnami (WAMP) for local development and testing.
- Using a local webserver to test changes and verify upgrades before deploying to the live site.

### *Documentation*

- Developing detailed documentation for complex systems to improve maintenance and future development.
- Analysing and documenting existing systems to facilitate future modifications and maintenance.
- Simplifying ongoing maintenance by documenting workflows and methodologies

enhancing a complex website with custom functionalities, payment integration, and detailed documentation to ensure maintainability and scalability.

## Case Study | 1300ENSUITES – Luxury Mobile Bathrooms Australia Wide

The manufacturers of a newly developed luxury mobile bathroom sold units to multiple businesses and provided most of the imagery and content for those businesses' websites. Each business had a different name. A quick review of search engine results showed an uncoordinated market offering and confused branding. Similar products, similar imagery, similar content, different names, and potentially different service offerings... The manufacturer was proposing franchise option. I was engaged for a preliminary review and comment by Rent A Bathroom. From brief research about the franchise industry, franchise agreements, compliance requirements and the industry under government review at the time, it became apparent that the agreements offered were poorly written out of date and not satisfactory to Rent A Bathroom. The same agreements were offered to other businesses that purchased the Luxury Mobile Bathrooms, however, they also found the agreements unsatisfactory.

Further discussions between Rent A Bathroom and many of the other businesses resulted in an alternative membership group to be formed. A website promoting their products, services and locations was commissioned and I was recommended by Rent A Bathroom to develop the site.

Joomla! was selected as the preferred website platform due to: my experience and the suitability of the platform was designed primarily for websites, instead of blogs etc. Mobile first principles and methodologies were used for the development of the site.

Each member of the group had a different background and interest in purchasing a luxury mobile bathroom. Each member had a variety of different product and service offerings.

I developed the information architecture and design for consistent look and feel for all members, to provide concise and easy readability for consumers; and designed several pathways to products, services and locations.

A windows 10 laptop was used as a development machine. IIS was enabled as a local server. However, after searching for a 'simple and reliable' method of hosting a Joomla! site on Windows IIS, progress was slow and frustrating. Looking through multiple forums and pages found many responses of:

- 'Me too!', or;
- 'I have no idea about windows, but on Linux you just do this...'; or
- 'Why would you use windows anyways...'

After significant time and effort, I found Bitnami local host LAMP webserver. Bitnami now use Virtual Box to achieve the same goal. By using Bitnami webserver on Windows I was able to manage the server, develop, configure and test the website before migrating the website to the live production server.

As the group matured and sought various markets, I collaborated with the members to design an insurance brochure, that is still used on the current website, unedited.

- [https://www.1300ensuites.com.au/wp-content/uploads/2020/02/1300ENSUITES\\_Insurance\\_Brochure\\_How\\_we\\_can\\_help\\_you\\_1300ENSUITES\\_20142.pdf](https://www.1300ensuites.com.au/wp-content/uploads/2020/02/1300ENSUITES_Insurance_Brochure_How_we_can_help_you_1300ENSUITES_20142.pdf)
- [https://understatedexcellence.com.au/documents/brochure-2014-1300ensuites--insurance\\_brochure--how-we-can-help-you--1300ENSUITES--2014-2.pdf](https://understatedexcellence.com.au/documents/brochure-2014-1300ensuites--insurance_brochure--how-we-can-help-you--1300ENSUITES--2014-2.pdf)

Over time I was able to provide strategic advice on several aspects of the business, particularly when competing with the original manufacturer, new and different markets, digital and branding strategies.

When a new developer was engaged, quite a bit of the content I designed was carried over unchanged.

The current website has been updated and modified over time. However, the GoogleMap I configured for the website still displays the WA member that has since left the group.

- [1300 ENSUITES – Google My Maps](#)
- <https://www.google.com/maps/d/embed?mid=1yzDdtyYu2e6veQDhxyiqMcN7pqBP8x6-&ll=-32.40408900099528%2C134.63022859999998&z=5>

This indicates that a full holistic approach to organic optimisation and onsite information design is not within the capability, remit, or desire of other developers or 'Digital Marketers', who may prefer the customer to pay to drive traffic to the site, at a cost to the customer. This may not be in the customer's best interest.

*Philosophy: It's what you don't see that makes the difference...*

### **Tools**

<i>Configuration Development</i>	<ul style="list-style-type: none"> <li>• Google My Maps: Configured for displaying member locations.</li> <li>• Joomla!: Content management system used for website development.</li> <li>• Windows IIS: Initial local server setup for website development.</li> <li>• Bitnami LAMP Webservers: Used for managing servers, developing, configuring, and testing websites on a Windows machine.</li> </ul>
<i>Media</i>	<ul style="list-style-type: none"> <li>• Adobe Tools: Used for designing marketing materials and brochures.</li> </ul>

### **Techniques**

<i>Application and Data Design and Management</i>	<ul style="list-style-type: none"> <li>• Environment Setup: Using tools like Windows IIS and Bitnami LAMP webservers for local development and testing</li> <li>• Using local servers to develop and test websites before live production deployment.</li> </ul>
<i>Branding and Digital Strategy</i>	<ul style="list-style-type: none"> <li>• <a href="#">Conducting reviews of search engine results to identify uncoordinated market offerings and confused branding.</a></li> <li>• Providing strategic advice on business development, market competition, digital strategies, and branding.</li> <li>• Ensuring that designed content is carried over during developer transitions to maintain consistency.</li> <li>• Working with group members to create marketing materials that align with business goals.</li> </ul>
<i>Information Architecture, Design and Management</i>	<ul style="list-style-type: none"> <li>• Prioritising mobile accessibility and usability in website design</li> <li>• Designing content and marketing materials such as brochures and pathways to products/services.</li> <li>• Developing a consistent look and feel for all group members' websites, ensuring concise and easy readability.</li> </ul>
<i>Mentorship</i>	<ul style="list-style-type: none"> <li>• Investigating franchise agreements, compliance requirements, and industry standards.</li> <li>• Engaging in discussions with businesses to form alternative membership groups and collaborate on projects.</li> </ul>
<i>Web Presence Optimisation</i>	<ul style="list-style-type: none"> <li>• Developing websites with a focus on mobile-first principles, information architecture, and design consistency</li> <li>• Implementing holistic approaches to improve onsite information design and reduce reliance on paid traffic.</li> </ul>

a comprehensive approach to website development, market analysis, stakeholder collaboration, and strategic advising to enhance business operations and online presence.

## Case Study | FPC- Frankston Photographic Club – Social Secretary

The Frankston Photographic Club has a long and rich history of teaching members how to use their equipment as well being a social outlet for like-minded people. I started as a member of the club to learn photographic techniques and software. The software of interest was the industry standard Adobe Photoshop, as I was currently using Adobe Fireworks. I was able to gain an understanding of Photoshop for image manipulation and print, while also developing creative photographic techniques to express ideas and concepts.

As a photographer, I received at least one 15 out of 15 for a superimposed image at Lake Mungo when I had to view the scene, turn on the camera, adjust the settings, take the image and quickly turn the camera off to conserve battery power as I left my battery charger at home... I also received a highly commended certificate for a triptych called: *Shape of Scent*. The concept being from terms like: *See The Sound*, or *Feel The Colour*. Taking cues from the various shapes of perfume bottles.

As a member I was nominated, and accepted, the role of Social Secretary (Cruise Director or CEO: Chief Entertainment Officer). The role of Social Secretary was to organise events for members to network with other members, and to learn camera techniques and take images for competitions. The events were organised at least two months prior to a club competition judging night. The lead time was to give members and participants one month for editing and preparation of images and to submit images; and one month for the judge to review, score and prepare comments for their presentation to the club.

In the beginning, proposing and having accepted events was a particular challenge as there were no instructions, guidelines, or templates on how to organise events from the previous incumbent; or what the requirements were for the committee. Over time, and after repeated enquiries, I developed a set of comprehensive documentation to streamline event requests and member engagements. Documentation included Weekend Workshop information brochures, instructional cheat sheets, hand over documents for the next Social Secretary and a six-step guide for members to consider when attending events or taking images for competitions.

I was repeatedly asked to return when I decided to step down and had receive high praise for the event co-ordinated.

[https://understatedexcellence.com.au/frankston\\_photographic\\_club.php](https://understatedexcellence.com.au/frankston_photographic_club.php)

- [www.frankstonphotoclub.com.au/](http://www.frankstonphotoclub.com.au/): Committee Member (Social Secretary), developed process for using an onsite calendar booking system to remove the potential liabilities and reputational damage from making event notifications available on a popular social media site.
- <https://icalendar.org/>

### Tools

#### Development

- **Onsite Calendar Booking System:**
- iCalendar: Utilised for Organising and managing events.

#### Documentation

- Microsoft Word and Adobe PDF: to develop reports, cheat sheets and manuals

#### Media

- Adobe Fireworks: Previous software used before transitioning to Photoshop.
- Adobe Photoshop: Used for image manipulation and print work.
- **Digital Cameras: Used for photography, with an understanding of camera settings and techniques.**

## **Techniques**

<i>Application and Data Design and Management</i>	<ul style="list-style-type: none"><li>• Applying practical techniques in the field to manage equipment limitations</li><li>• Developed ical files to manage event notifications and reduce potential liabilities by xxx.</li></ul>
<i>Documentation</i>	<ul style="list-style-type: none"><li>• Developing comprehensive documentation and processes to streamline event planning and member engagement.</li><li>• Developing instructional materials such as cheat sheets, workshop brochures, and guides for members.</li><li>• Developing instructional materials to aid members in learning new techniques and processes.</li><li>• Developing and refining documentation to improve the efficiency of event planning and member engagement.</li></ul>
<i>Mentorship</i>	<ul style="list-style-type: none"><li>• Organising events for club members to network, learn, and participate in competitions.</li><li>• Serving as Social Secretary, managing club activities, and ensuring smooth operation of events.</li><li>• Engaging with club members and committee to coordinate activities and events.</li><li>• Organising events with detailed timelines to ensure members have ample time for image editing and submission.</li><li>• Organising social events to foster community and collaboration among club members.</li></ul>
<i>Continuous Learning (Professional Development)</i>	<ul style="list-style-type: none"><li>• Developing creative photographic techniques and achieving recognition for high-quality images.</li><li>• Gaining expertise in Adobe Photoshop for image manipulation and print.</li><li>• Receiving awards and commendations for photographic work, demonstrating a high level of skill and creativity.</li><li>• Using Photoshop to enhance and manipulate images for creative expression and competition.</li></ul>

highlight a strong proficiency in photography, software usage, event planning, process development, and leadership within a club setting.

## **Other Examples | Development + Optimisation + Strategy + Management + Evaluation**

Website producer; consultant; administrator and manager; developer; information architect

- [www.4dcinemas.com.au](http://www.4dcinemas.com.au) | A visit to the cinema and discussions with the owners afterwards lead to discussions about setting up a promotional website. Budget was minimal and the owners wanted to develop the website themselves to save money. I provided project plan guidance for website design and implementation using a minimal budget; provided training on the selected CMS; provided training and graphics design guidance using online Pixlr application when no local graphics application was available. Graphic designs were then used for print magazine (Melbourne child may 2013).  
<https://www.onlymelbourne.com.au/4d-dynamic-cinema>
- [www.bogartslimousines.com.au](http://www.bogartslimousines.com.au) | Limousine Hire Business on the Mornington Peninsula, member of Mornington Peninsula Weddings. Website optimisation and strategy development. I updated a Dreamweaver html template to a simplified custom HTML/PHP/CSS template that rendered correctly across the major browsers (Google Chrome, Microsoft Explorer, Firefox, Opera). The website template was designed for easier maintenance and improved onsite organic SEO. An image gallery developed in Adobe Flash was redeveloped to be iPhone and iPad compatible using WOW Slider. I developed new content concepts for target audiences.
- [www.chadwickgeotechnics.com.au](http://www.chadwickgeotechnics.com.au) | Provided keyword research and recommendations for Yellow Pages Online advertising entries.
- [www.clearinsights.com.au](http://www.clearinsights.com.au) | Website development and branding (template modification: HTML/CSS); webmaster (managed the site to comply with the legal requirement to be live for 5 years after the business has closed operations). Configured Google Gmail account for specific forwarding requirements.
- [www.fixtit.com.au](http://www.fixtit.com.au) / [www.fixtitpropertyservices.com.au](http://www.fixtitpropertyservices.com.au) | Brochure website development. Developed a single page website with Flash based slideshows (later removed); design concept imagery and custom PHP/CSS template design, onsite SEO. Webmaster (administration and management)
- [www.johnlim.com.au](http://www.johnlim.com.au) | Photographic site migration, member of Mornington Peninsula Weddings. Provided consultation advice on the migration of the current site to a new platform including: CMS and hosting evaluations and recommendations; site migration project plan, SEO and online presence considerations.
- [www.landscapesaustralia.com.au](http://www.landscapesaustralia.com.au) | Photographic site development, member of Frankston Photographic Club. Provided digital strategies (domain name – recommendation and purchase), site development, organic onsite optimisation, training and maintenance. Using WordPress CMS for simplified maintenance and updating by user. Sourced and configured templates and extensions to suit user requirements. Developed Child theme to customise aspects to meet requirements.
- [www.peninsulaweddings.com.au](http://www.peninsulaweddings.com.au) | Webmaster, Committee Member (via Rent A Bathroom). Managed HTML, Drupal CMS, and WordPress CMS website iterations. Project managed the migration and testing of each version upgrade. Developed and implemented onsite SEO recommendations; content design and editing. The site was regularly seen on the first page of Google for several keywords and phrases related to the local wedding industry.
- [www.powermaintenance.com.au](http://www.powermaintenance.com.au) | Website migration, onsite SEO, project planning, strategy development. In a highly competitive industry this start-up needed to migrate away from a compromised host. The site was built in Adobe Business Catalyst and the host suggested as the site was dynamic, it could not be backed-up to be moved. Using specific tools, we were quickly able to fully recreate the site as a static site. Seeing the site was made using the Zurb Foundation responsive layouts, I optimised the onsite SEO with another developer adding new scripts for slideshows and tickers. I sourced a new reliable host and co-ordinated the DNS and MX record updates for minimal business downtime during propagation.
- [www.scentwithintent.com.au](http://www.scentwithintent.com.au) | High quality scented soy candles and jewellery eCommerce site. I provided ecommerce and digital strategy advice, project management, site development and maintenance, user training, onsite organic SEO. I evaluated several eCommerce platforms (Joomla! WordPress with WooCommerce, Magento eCommerce with BeeLine Facebook Shop, Shopify). WordPress WooCommerce was selected and configured to simplify product management and customer purchasing opportunities.
- [www.simonscakes.com.au](http://www.simonscakes.com.au) | Sweet and savoury bakery. I was recommended by colleagues to assist updating the site due to previous developer passing away. The site was developed using basic HTML, was not mobile friendly and required an external developer to update basic content. I reviewed and updated content, optimised onsite SEO and suggested a new separate category product line (*special dietary requirements*), and added an image of a safety certificate to help build trust. New site refurbishments by other developers have continued to use my design elements.



## **Tools**

<i>Analysis</i>	<ul style="list-style-type: none"><li>• <b>SEO Tools: <del>XXX</del> Techniques for onsite Optimisation and keyword research.</b></li></ul>
<i>Analytics</i>	<ul style="list-style-type: none"><li>• Google (Analytics and Webmaster Tools/Search Console), WebCEO and various online tools.</li></ul>
<i>Configuration</i>	<ul style="list-style-type: none"><li>• <i>Google Tools: Google Gmail for specific forwarding requirements.</i></li><li>• Server configuration</li><li>• Hosting and Domain Management: DNS and MX record configurations, site migrations.</li></ul>
<i>Development</i>	<ul style="list-style-type: none"><li>• CMS Platforms: Joomla!, WordPress (with WooCommerce), Adobe Business Catalyst, Drupal.</li><li>• Development Tools: Dreamweaver, custom HTML/PHP/CSS templates, Zurb Foundation responsive layouts.</li><li>• Website design (Adobe Dreamweaver, Fireworks, HTML, PHP, CSS, Artisteer, Joomla! WordPress, Microsoft WebMatrix development server, Bitnami development server stacks).</li></ul>
<i>Media</i>	<ul style="list-style-type: none"><li>• Graphic Design Tools: Pixlr, Adobe Flash, WOW Slider.</li></ul>
<i>Management</i>	<ul style="list-style-type: none"><li>• <b>Project Management Tools: <del>XXX</del> Planning and managing project timelines and milestones.</b></li><li>• Open Project (project management)</li></ul>

## **Techniques**

<i>Application and Data Design and Management</i>	<ul style="list-style-type: none"><li>• Building and managing websites using various CMS platforms and custom HTML/PHP/CSS templates.</li><li>• Developing project plans, managing migrations, and overseeing website updates.</li><li>• Evaluating and configuring ecommerce platforms, managing digital strategies for online stores.</li><li>• Addressing issues with website functionality, cross-browser compatibility, and compromised hosts.</li><li>• Moving sites to new hosts, reDeveloping dynamic sites as static, ensuring minimal downtime.</li><li>• Ensuring websites render correctly across major browsers (Chrome, Explorer, Firefox, Opera).</li><li>• Configuring ecommerce platforms for optimal product management and customer experience.</li></ul>
<i>Branding and Digital Strategy</i>	<ul style="list-style-type: none"><li>• Managing domain name recommendations, purchases, and hosting configurations.</li><li>• Implementing strategies to improve search engine rankings and reduce reliance on paid advertising.</li><li>• Developing content that targets specific audiences and meets business objectives.</li><li>• Advising on digital marketing strategies, online presence, and branding.</li></ul>
<i>Documentation</i>	<ul style="list-style-type: none"><li>• Developing comprehensive documentation for processes, user guides, and training materials.</li></ul>
<i>Information Architecture, Design and Management</i>	<ul style="list-style-type: none"><li>• Using online tools like Pixlr and Adobe Flash for designing graphics and image galleries</li><li>• Developing content concepts, developing and editing website content</li><li>• Developing information architecture to ensure user-friendly navigation and consistent design.</li><li>• Developing and editing graphics for websites and print materials.</li></ul>
<i>Mentorship</i>	<ul style="list-style-type: none"><li>• Providing training on CMS usage, graphic design guidance, and consultation for site migrations and online strategies.</li><li>• Guiding clients in CMS usage, graphic design, and maintaining their websites.</li></ul>
<i>Web Presence Optimisation</i>	<ul style="list-style-type: none"><li>• Implementing onsite organic SEO strategies to improve search engine rankings.</li><li>• Ensuring websites render correctly across major browsers (Chrome, Explorer, Firefox, Opera).</li><li>• Implementing strategies to improve search engine rankings and reduce reliance on paid advertising.</li></ul>

demonstrated expertise in website management, project management, technical Optimisation, eCommerce development, digital strategy, and documentation.



The text outlines the achievements, responsibilities, and experiences of Understated Excellence, a consultancy firm founded in 2006. It focuses on providing thought leadership, strategic advice, development, and communications expertise across various domains, including telecommunications research, business structures, and digital asset management. The philosophy emphasises the importance of unseen improvements, and the motivation is to leave every situation better than found. Key responsibilities include strategy creation, digital asset management, and independent evaluations of products and services.

Achievements include managing websites for community groups, implementing effective SEO strategies, and reducing spam. Case studies highlight successful collaborations with organisations like the Frankston Photographic Club and startups like Diveline and Rent A Bathroom. The firm has also contributed to the development and management of various websites, offering services such as Optimisation, content design, and SEO.

Additionally, the text lists tools, products, and applications used, along with courses, seminars, memberships, and associations relevant to the field. The founder's background as a PADI Divemaster is also mentioned, emphasising skills in teaching and coordinating SCUBA diving activities.

- Information Design and Architecture
- IT Infrastructure Management:
- Application Management:
- Data Management:
- Independent Evaluations:
- Documentation:
- Presentations:
- Mentorship:
- Continuous Learning:

The text highlights several key employable skills demonstrated by the individual, including:

1. **Project Management:** The individual was assigned roles of Digital Marketing Manager and Project Manager, overseeing technical evaluations, liaising with external vendors, configuring servers, and managing various projects and applications.
2. **SEO Strategy Development:** The individual developed an extensive SEO strategy involving multiple websites across different states, requiring unique accounts and virtual offices. They also configured search engine and social media accounts and implemented onsite Optimisations.
3. **Process Automation:** The individual initiated projects to automate processes, such as reducing manual data entry for critical documentation and automating quarterly invoicing. They evaluated tools and processes, developed business rules, and implemented solutions using Excel, VBA, Word, PDF form fields, and Outlook.
4. **Technology Evaluation and Recommendation:** They evaluated various options for projects like Online Help Desk and Online Photo Vault, conducting product and competitor analysis to recommend suitable off-the-shelf products or development frameworks.
5. **Communication and Collaboration:** The individual effectively communicated with stakeholders, external vendors, and development teams. They documented requirements, specifications, and feedback, coordinated trademark registration submissions, and liaised with graphic designers.
6. **Problem Solving and Adaptability:** They addressed complications in project implementation, such as configuring and testing applications like FreshWorks and Online Photo Vault. They developed comprehensive user acceptance test plans to identify deficiencies and ensure consistency.

These skills demonstrate proficiency in project management, technical expertise, problem-solving, communication, and adaptability, making the individual well-suited for roles involving digital marketing, project management, process Optimisation, and technology evaluation and implementation.