



Scott Nailon

Web Design, Hosting and Online Strategist | Trainer & Coach | Advisor

Introduction

Hi, my name is Scott Nailon. I built and have been running Sites By Design, a small web design and hosting business, for over 12 years. I have automated most of it so I am able to step out into a new role. I have offshore staff who run the day to day for me and report to me at the end of the day.

At times I have done Social Media Marketing, ActiveCampaign, Adwords, SEO and much more. I have also planned and set up recurring products for Sites By Design which was at one stage offering a full marketing package.

After a series of unfortunate events I had to scale my business down and work from home to look after a small number of clients who were left over. It took a lot of effort and sacrifice to build Sites By Design from scratch and learn from mistakes along the way.

Going Forward

Today, I am looking for a more exciting role. I want to wake up in the morning excited about whatever role I take. I want to work with a company who cares about its people. I also want the opportunity to invest into the next generation from the knowledge I have acquired in making lots of mistakes.

Failure is the essential building block to success.

Passions

When I have good knowledge on a topic I get excited and love to help others understand it. I love to encourage, equip and motivate the people I work with as well as help them build their skills and become better at what they do.

Here is a sample of my teaching ability. I am great with explaining things for those who are not so technical. This video is a part of a course I am slowly working on. A course which will help small businesses understand and execute SEO for themselves. <https://vimeo.com/scottnailon/seo-demystified>

Experience

Sites By Design

February 2010 - Present
Sydney, Australia
<https://sitesbydesign.com.au/>

Education

Key Person Of Influence (DENT.)
Private Business School, Business · (2016 - 2017)
<https://www.dent.global/>

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Value Summary

In Web Design

- Website & SEO Planning
- Content Creation
- Website Build Management
- Onsite SEO
- Website Management
- Hosting Setup & Management

Other Skills

- Public Speaking
- Inspiring Youth To Act
- ADHD Mentoring
- Explaining Complex Things In Simple Plain English
- And I built this document in Adobe Acrobat Pro.

Knowledge & Skills

Website Planning

Planning a website is the pivotal point at which success is born.

- **SEO** - If you don't plan the search engine rankings, you have less chance of long term success.
- **CONTENT** - Before you write your content you need to think about its purpose and value to the reader.
- **HEADLINES** - Your headlines will propel and excite your visitor - or bore them to death.
- **IMAGES** - The style of image on your website makes a difference to the impression felt by your visitor.

Content Writing

Most websites have what I like to call 'Vanilla Content' on them - boring. By asking all of the right questions I can formulate great content which is geared toward your perfect potential client. When they read your website they will feel like your business was started with them in mind. I can write a profile, a pitch, product descriptions, free PDF guides or even blogs. The aim is to publish content which will solve small problems for your potential client so they will want to come back to you as their problem solver in your area of business.

Website Creation

Building a website these days is no difficult task. Building a quality website which is great to manage and is clean for the sake of SEO is much harder. In an industry filled with 'Site Builder' web designers it's not easy to find someone who will keep to a clean website and follow the on-page SEO standards which make all the difference in difficult to dominate Niches.

Website Management & Tracking

When you own a website you need to analyse it and track its progress in the search engines, its popularity on social media and how many visits it receives from all sources of traffic. This way you can see what is working well and what is failing fast.

cPanel Hosting

I have the ability to oversee the management of cPanel hosting servers, transfer websites between them and perform small administration tasks on a day to day basis. I have been doing this since 2008 and have even migrated servers between data-centers in different countries.

WHMCS Billing System

If used properly WHMCS can be a powerful and professional billing system. Its ability to automate much of the domain purchasing and web hosting process makes it a great tool. It also has built in support ticketing if needed.

Offshore Employment

I have access to job boards in the Philippines which allow me to source Online workers of all sorts. I use accountability software to ensure that offshore workers are accountable for their time and output. Managing the relationship with offshore employees is just as important as with local employees.

Communication and People Skills

Soft skills are important. I have regular mentoring sessions with Bruce Bowen from the Soft Skills Training Institute. In these sessions I explore my own personality and how to be more compatible with others.

I have completed DISC Personality Testing and found the following results.

Dominance - 16 | **Influence** - 14 | **Steadiness** - 6 | **Compliance** - 9

Online Marketing Knowledge

Onsite SEO

Optimising everything on a website to gain the maximum exposure in the search engines can turn your website into a lead generation machine. Once you have your pages optimised and internal linking structures in play your website is ready for the world.

Offsite SEO

Ensuring that your website is regularly receiving credit for its authority in the way of other websites linking to it will show it is considered an authority in its niche. It's what other sites are saying about it that makes all the difference to the search engines. Your website needs to be getting mentions on other peoples blogs, social media and on business directories regularly. This can be done a number of ways. From manual in-house exposure to time saving wholesale services - its quite possible. There are two types of 'guest blogging' back-links you can get: Domain Authority Based Guest Posting or monthly Traffic based guest blogging. One is based on moz.com scoring and the other how how many visits a site gets per month.

I have also been learning how to use automated link building software which can be used to bulk up a back-linking profile, water down anchor text ratios and build simple citations. This software can be purchased at a reasonable price and used over and over to help in the SEO process - it cannot be used for all back-linking though.

Google My Business (GMB) Listings

Any business operating in a geographical zone needs to have a Google My Business Listing. Knowing how to manage these and work on making sure a business comes up for the right local search terms is important. It relies upon website content and authority as well as citations, quality reviews and constant promotional posting.

Google Ads

I have a small amount of experience with Google Ads. However Google ads is just a paid version of SEO in my opinion. Although it is not my strong point I can still navigate my way around it and get the numbers needed to ensure my finger is on the pulse.

Social Media Advertising

I know how to manage Facebook and instagram profiles as well as create paid social media campaigns. I have used sendible.com in the past to schedule social posting so that it is regular. This is planned in advance with words and images. Once signed off it is then set up on the site with times and dates for posting. Then it runs whilst other things are being done.

LinkedIn

I understand the basics of setting up a LinkedIn profile for a person and or a company. LinkedIn can be used as a great place to post blog posts that are written with B2B in mind. Ensuring you have a professional appearance on LinkedIn is a must in the business world.

More Information

Thank you for reading this simple document.

For more information about hiring or contracting me please email me at scott@nailon.com.au or call me on 0413 099 279.

I have the ability, given the means, to build a web agency from the ground up or just relax into a focused role doing the marketing or SEO for a small, medium or large entity. I am excited to see where the future takes me!