Michael G. Hurston

Cisco Inbound Lead Generation | SEO & SEM | Web Development | Print Media

Cisco "Let Us Help" Inbound Lead Generation Web Components

Let Us Help Personalization Examples

Customers
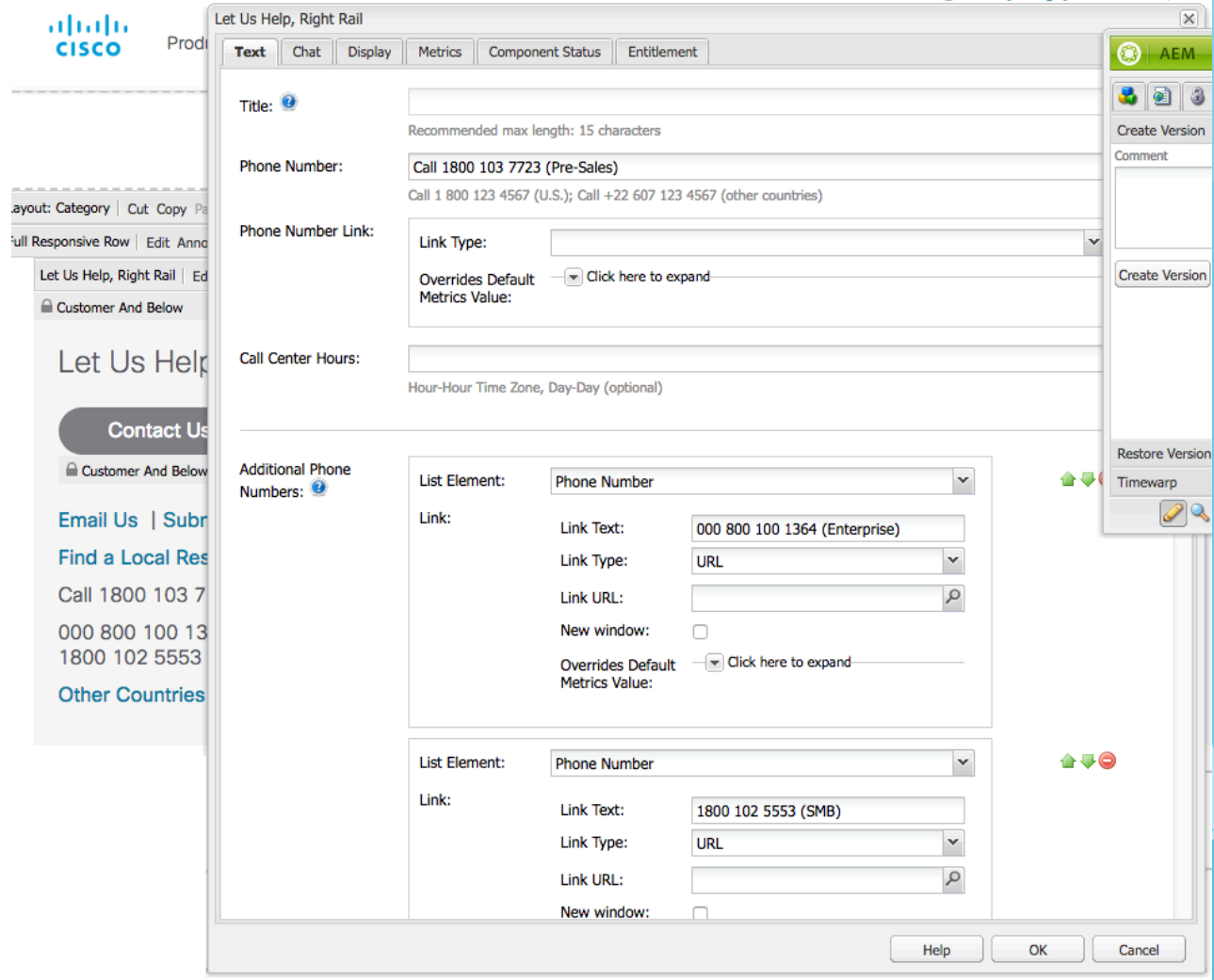
Partners

Global

Component Authoring

Authoring Dialogue and UE

Coordinate with Marketing IT's Component Development team to create the authoring dialogue that Publishers will ultimately use when placing and editing this web component on Cisco.com and Cisco owned microsites.

Metrics Tagging

Coordinate with Metrics and Publishing teams to ensure proper tagging and event tracking of user interactions during their journey.

Leveraging Adobe Analytics and Google Tag Manager


```html
<div class="c2c-component" data-c2c-keycode="000775282">
    <div class="c2c-active">
        <a class="c2c-button" data-config-metrics-group="sm_luh" data-config-metrics-title="right rail" data-config-metrics-item="Chat Now" href="javascript:void(0);">Chat Now</a>
    </div>
    <div class="c2c-inactive">
        <a href="https://engage2demand.cisco.com/LP=567?ecid=136" data-config-metrics-group="sm_luh" data-config-metrics-title="sticky nav" data-config-metrics-item="Contact Us" target="_blank">Contact Us</a>
    </div>
</div>
```

Maintain Technical Documentation

For each web component for "Let Us Help" I maintain the documentation guides on the Cisco Jive (Business), Sharepoint (Project Requests) and Wiki (Developers) as needed.

Let Us Help Right Rail (Guest)   Images have not been updated to reflect Atlantic typography

Breakpoints	Design Details
Base to X-Small	1. Container

1. Container
   a. 100%
   b. Bg Color: #F5F5F5
   c. Optional Bg Color: #ecf9ff
2. Heading
   a. Primary 3 CiscoSans, 20px #58585B
   b. Style: Light
   c. Space above: 20px
   d. Space below: 20px
3. Chat Now Button
   a. See [button component, secondary palette 2

Button Specifications]

1. a. When the "Chat Now" is not available, the button should say "Contact Us."
   b. Hover interaction should be similar to Yes/No buttons this page: http://prototypes.eightshapes.com/cisco/responsive/eot-install-guide.html (design$/Cisco-rwd)
2. Subtext
   a. Text CiscoSans 16px, #58585B
   b. Color: Linked, when applicable CiscoSans, 16px #007FAB (default), #049FD9 (hover)
   c. Divider "|": #cccccc
   d. Space between paragraphs: 15px
   e. Space below last item: 30px

How to Implement Cisco's Standalone Chat

The following is only an implementation guide, please refer to additional technical ReadMe files included in the bundled folders.

Minimum code required for chat to run

Include call to following script in header:

Include a div with the class "c2c-component", a div within it with the class "c2c-active" and within that a link with the class "c2c-button".

Example minimal code below:

The styling, text and image(s) used for buttons and displays is controlled at the page level.

What the classes do

c2c-component – main div that will be used by the c2c_standalone JS to identify that chat exists on the page and certain additional logic should be ran.

Optional: data-c2c-keycode="123456789" – used to designate a Keycode/Treatment code with Click to Chat

Optional: data-c2c-buttonid="Specific-Button-ID" – used to force users to a designated group of agents rather

Contact Us Form

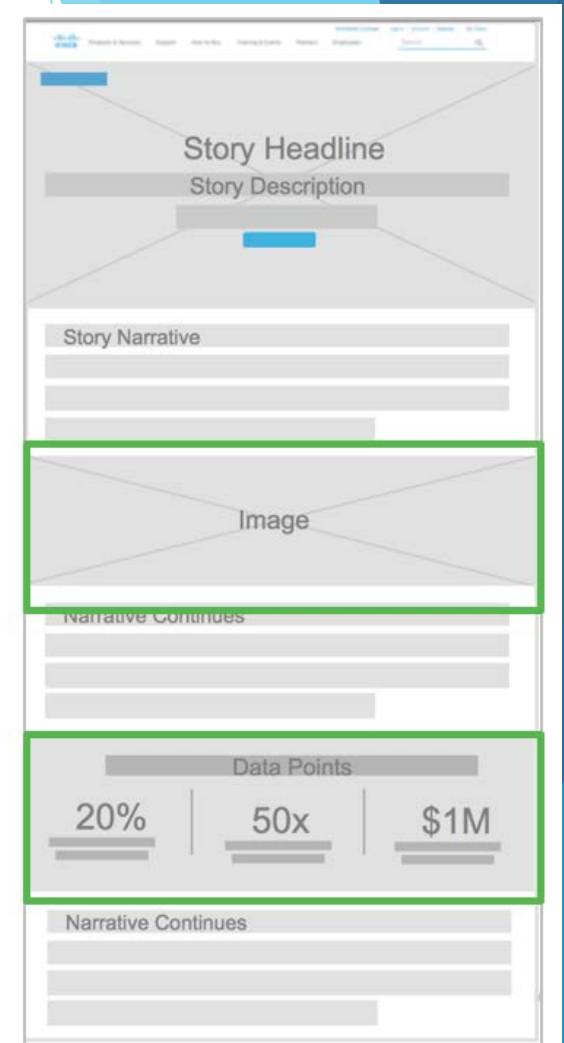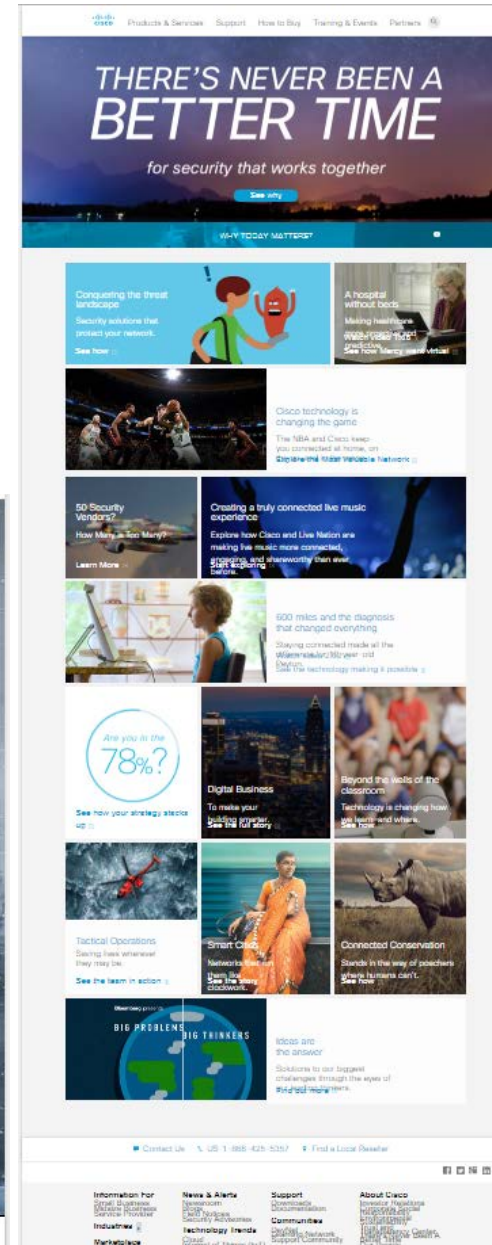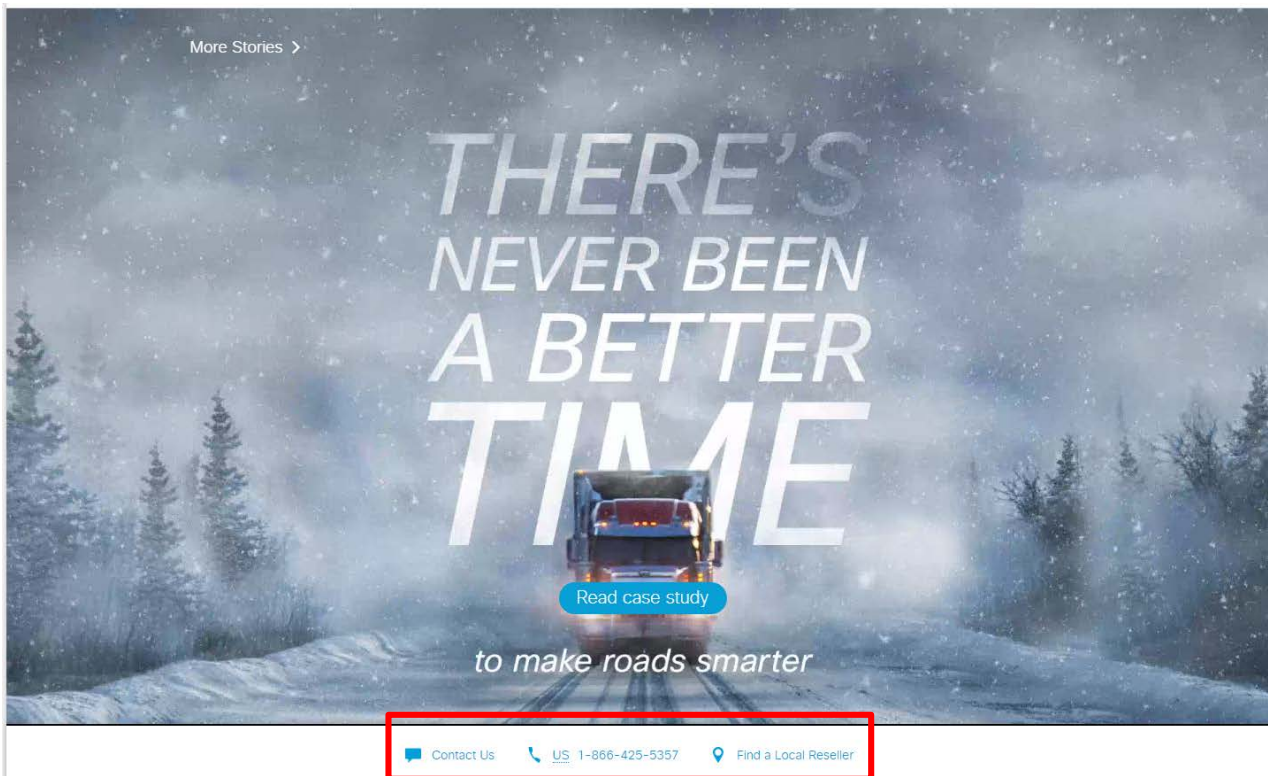Customized for 94 Countries; 48 Languages.

Brand Campaign | Information Architecture

Cisco Brand Campaign

Vendor: T1M (The First Movement)

Notes: Worked with Marketing, UX and vendor's developers on design and placement of "Let Us Help" Inbound Lead Generation web component.
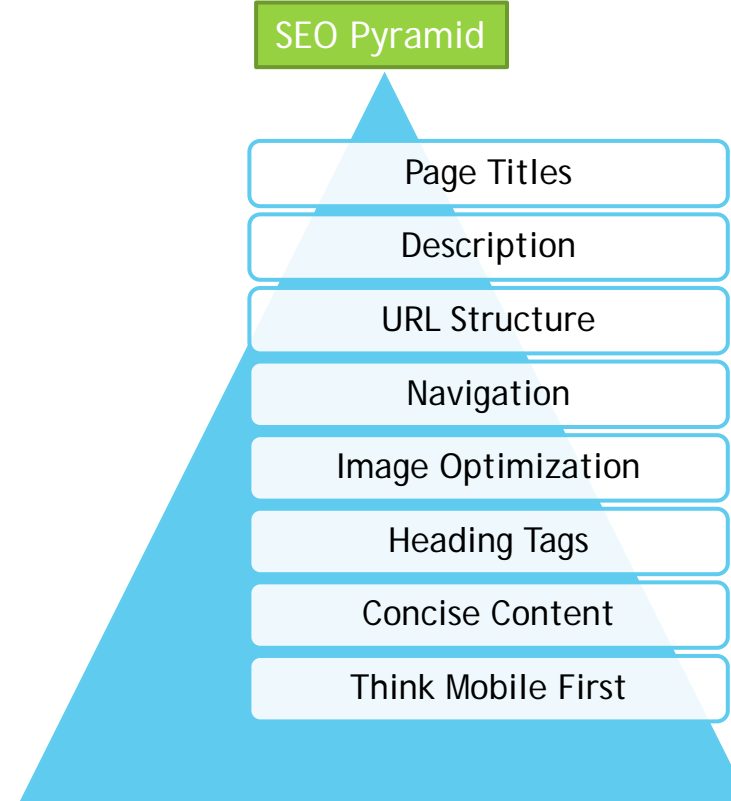
SEO & SEM

SEO

There is no mystery to SEO as Google's Starter Guide covers in detail all of the necessary requirements for improving your online visibility for anyone who owns, manages, monetizes, or promotes online content.

- Search Bot Persona
  - Can it access all your pages?
  - Can it interpret your page's content?
- Schema (Structured Markup)
  - RDFa, Microdata, or JSON-LD formats
  - JSON-LD is only schema currently recommended by both Google and W3C
- Redirect Considerations
  - Redirect (301) removed content (404s) to new
- Page Speed
  - Slower sites are lower priority than faster sites

SEO Pyramid

- Page Titles
- Description
- URL Structure
- Navigation
- Image Optimization
- Heading Tags
- Concise Content
- Think Mobile First

Potential Starting Point:
Leverage your brand positioning and value proposition in your page titles, descriptions and page content.

Social Media

Social media is best done when it's organic, when the conversation is something both parties are interested in; even for B2B. For example during events like Adobe Summit, Cisco Live, etc, this is a prime time to engage with users if you're a business or professional in the industry via Twitter.

Another example would be in the medical device field where the parent company engages with their physician base via one twitter handle and another separate product handle for their consumer reach.

Social Media Engagement Categories for your Content Calendar.

- **Popular Topics**: Where I simply engage in a trending topic.

- **Knowledge Sharing**: Where I share a guide or tool that others may benefit from.

- **Customer Satisfaction**: Where users and businesses can connect to remedy challenges that arise quickly.

Note: I would refrain from following more users than follow you. While following each follower and those in the industry may work well with many professionals looking to engage in their communities with peers, but when it comes to businesses that follow more users than have following them it can often give off a negative perception to potential new users.

Web Development 2014-2017

Bebe au Lait

Bebe au Lait came to us in spring of 2014 with some fantastic designs for their Magento site and a requirement to migrate email services. The initial email migration project was done over the course of a week.

Projects for the site included the installation and customization of various extensions, custom landing page creation and on going support and maintenance as needed.
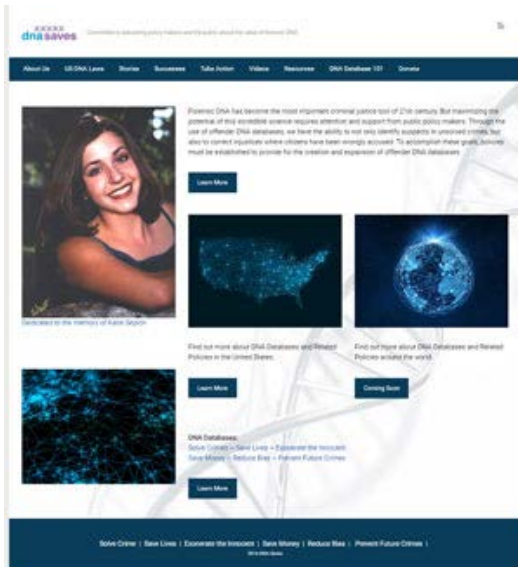
While the project's look and feel is done in-house by the internal Marketing team at Bebe au Lait, the development of new features and implementations are done by the team at MGHurston Creative Services.
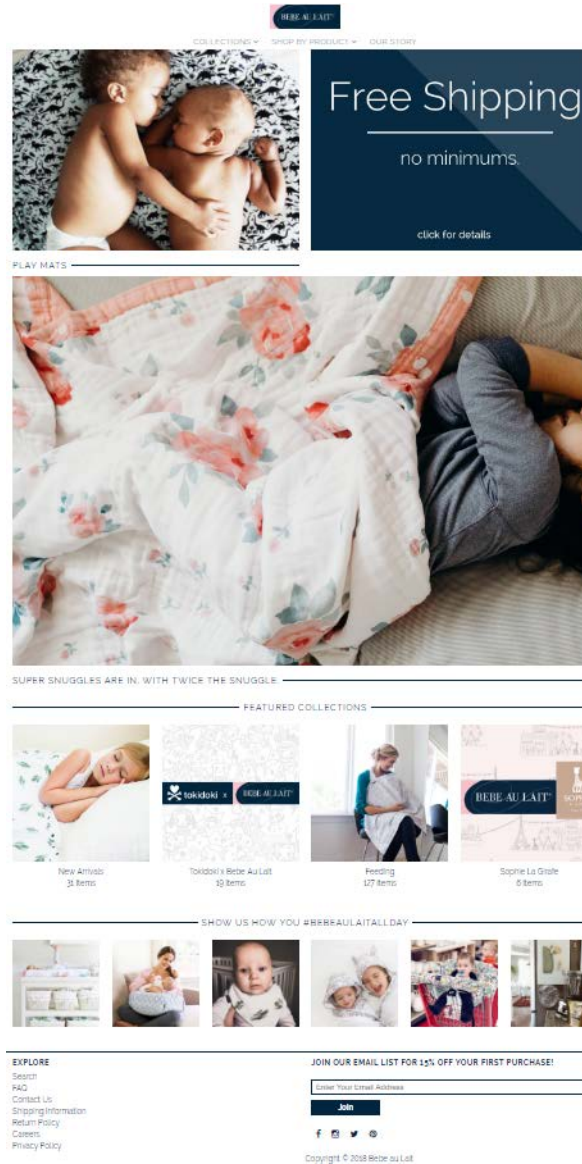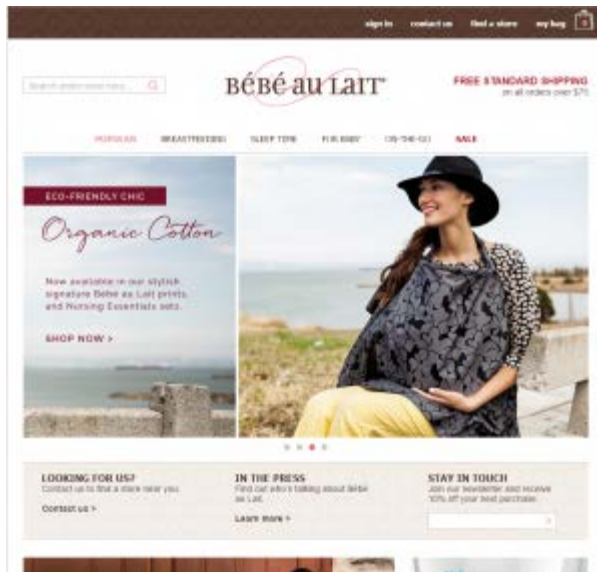
DNA Saves

DNA Saves was a site redesign and migration project that took place over the course of seven months. It began with a completely new concept for the site based on new content and focus for what was coming in early 2017.

The design phase took four months, with development of two months and QA of one month. A complete redesign of the look and feel of the site along with a new backend CMS and hosting service. The site is heavily customized to allow for easy authoring.

Print Media
2009 and Earlier

Print Media

Print designs from 2007 to 2009 while working as Marketing & Graphics Department Manager for Colliers International.