

Michael G. Hurston

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

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect on the right side of the slide.

Cisco “Let Us Help” Inbound Lead Generation Web Components

Let Us Help Personalization Examples



Products & Services Support How to Buy Training & Events Partners



Products & Services

This area helps you find the right product for your business needs. If you are looking for troubleshooting, installation, technical documentation, or downloads, you will get them faster in our technical support area.

Products by Technology Products by Company Type Services Resources & End-of-Life Info

Products by Technology



Networking

Switches



Wireless and Mobility

Access Points



Security

Next-Generation Firewalls

Customers

- Chat Now
- Local Resellers
- Technical Support

Contact Cisco

Chat Now

Request a call from Sales
Product / Technical Support
Find a Local Reseller
Training & Certification
Call 1 800 553 6387
US/CAN | 5am-5pm PT
Other Countries

Partners

- Contact Us
- Local Resellers
- Technical Support

Partner Help

Open case
Call 1 800 553 6387
Option 1, 1 US/CAN
Get technical support
All partner support

Global

- Contact Us
- Local Resellers
- Technical Support

お問い合わせ先

シスコにお問い合わせ
シスコ認定パートナーを検索
0120-092-255 (購入前・お客様)
平日 10:00~12:00、13:00~17:00
リース&ファイナンスの情報

- Chat Now
- Local Resellers
- Technical Support



Networking

Switches



Wireless and Mobility

Access Points



Security

Next-Generation Firewalls



Networking

Switches



Wireless and Mobility

Access Points



Security

Next-Generation Firewalls

Component Authoring

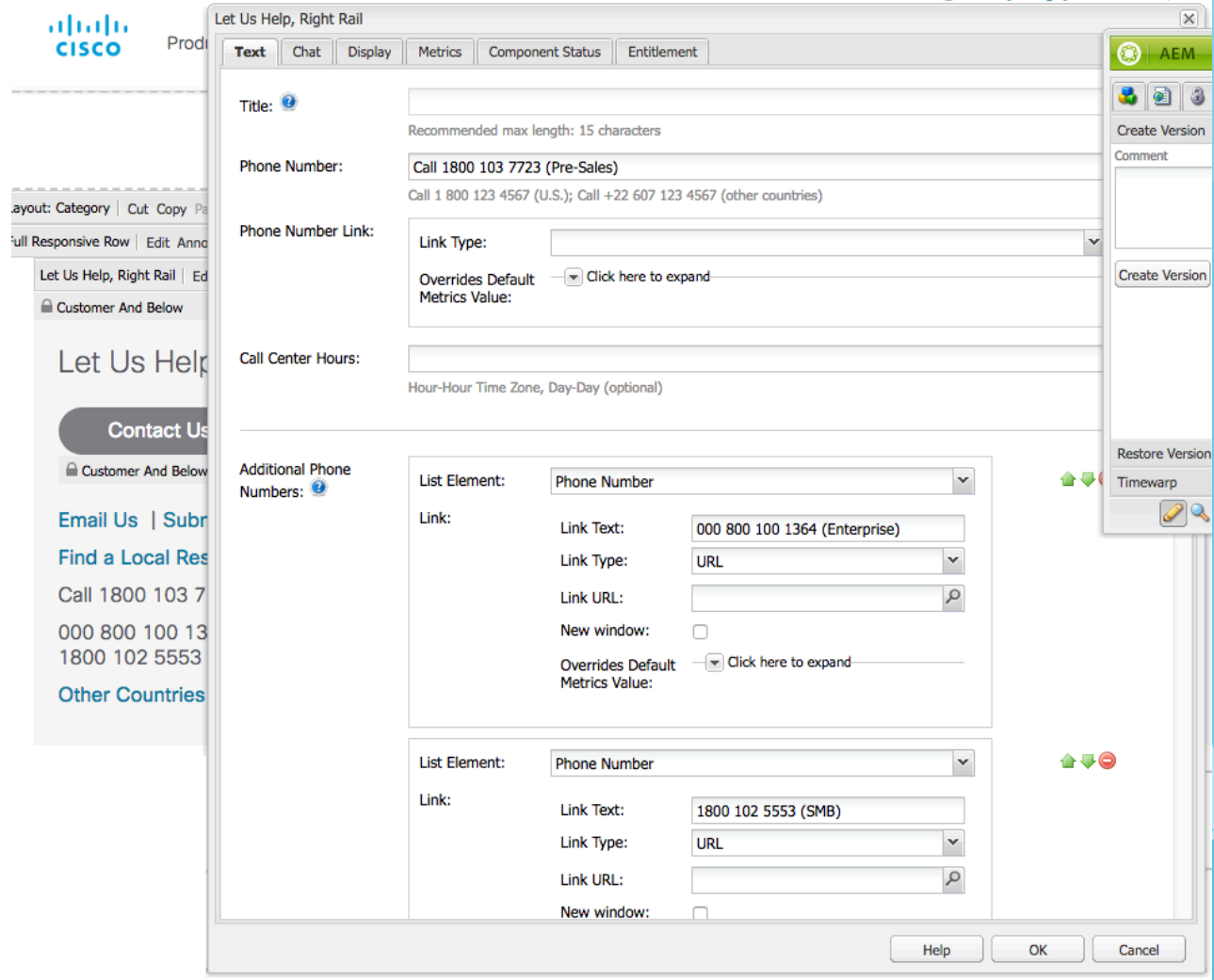
Authoring Dialogue and UE

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 microsities.

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



```
<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>
```

Pages /... / Let Us Help - Right Rail

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

Breakpoints	Design Details
Base to X-Small 	<ol style="list-style-type: none"> Container <ol style="list-style-type: none"> 100% Bg Color: #F5F5F5 Optional Bg Color: #ecf9ff Heading <ol style="list-style-type: none"> Primary 3 CiscoSans, 20px #58585B Style: Light Space above: 20px Space below: 20px Chat Now Button <ol style="list-style-type: none"> See [button component, secondary palette 2]

Button Specifications

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

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:

```

1 <!doctype html>
2 <html>
3 <head>
4 <meta charset="utf-8">
5 <title>Untitled Document</title>
6 <script type="text/javascript" src="/c2c_standalone_v3_8.js"></script>
7 </head>
8
9 <body>
10
11 <div class="m1v8-chat_gray_bar c2c-component" data-c2c-keycode="195185_1">
12 <div class="c2c-active">
13 <a class="cta c2c-button" href="javascript:void(0);"><b>< Chat Now</b></a>
14 </div>
15 <div class="c2c-inactive">
16 <a class="cta" href="https://grs.cisco.com/grs/cust/grsCustomerSurvey.html?surveyCode=4181&keycode=195185_1"><b>< Contact Us</b></a>
17 </div>
18 <div class="c2c-proactive-modal">
19 <div>Hi, I am a proactive chat modal:</div>
20 <a class="c2c-proactive-agree">Yes</a>
21 <a class="c2c-proactive-dtsmsa">No</a>
22 </div>
23
24 </body>
25 </html>

```

Chat Now
Hi, I am a proactive chat modal!
Yes No

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

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.

Contact Us Form

Customized for 94 Countries; 48 Languages.



Contactez-nous

A propos de votre projet

Si vous voulez parler à un représentant Cisco, appelez le

0800 770 400 (France)
0800 94242 (Belgique)
352 26 43 33 11 (Luxembourg)
0800 179 317 (Switzerland)

Si vous souhaitez un autre type d'assistance, visitez une de ces pages:



Support après vente



Partenaires



Formation & Certifications

Compléter le formulaire et nous vous recontacterons le plus vite possible.

Prénom*

Nom*

Société*

Fonction*

Country*
Please select ▼

Pays*
Please select ▼

E-mail*

Numéro de téléphone professionnel*

Parlez-nous de votre projet afin que nous puissions mieux vous aider

Nous respectons votre vie privée et nous engageons à protéger les données personnelles que vous nous transmettez.



Contact Us

Need help? We're happy to answer your questions.

Talk to a Cisco Specialist by phone

1-800-553-6387 (US/Canada & Global)

Are you searching for specific support?



Product/Technical Support



Partner Support



Training and Certification

Fill out the form and we'll give you a call.

First Name*

Last Name*

Company*

Country*
Please select ▼

Email Address*

Business Phone*

Are you planning a purchase within the next 12 months?
Please select ▼

Additional Comments

I would like to receive email communications about product & offerings from Cisco & its Affiliates.
I understand I can unsubscribe at any time.

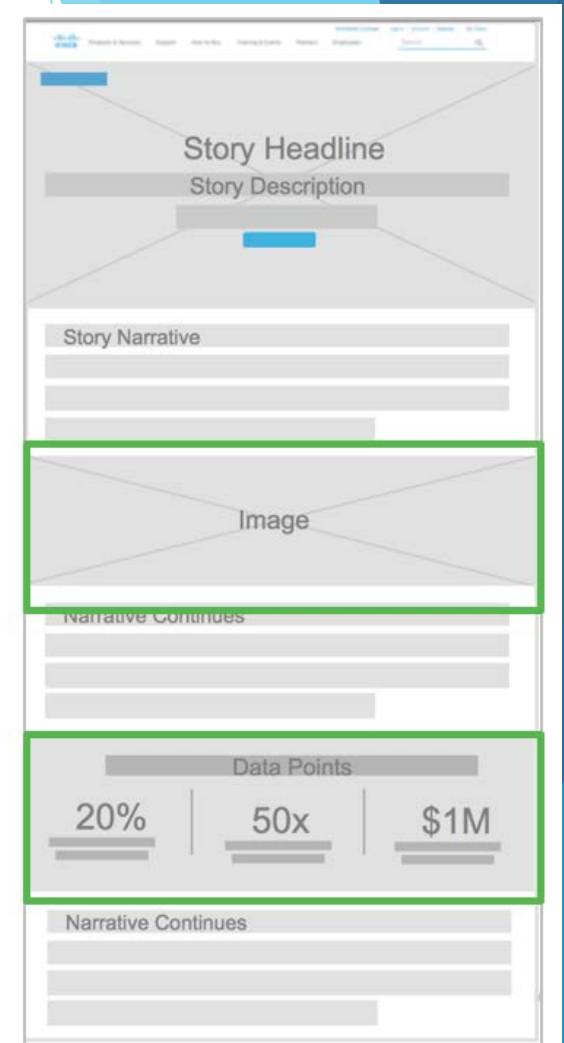
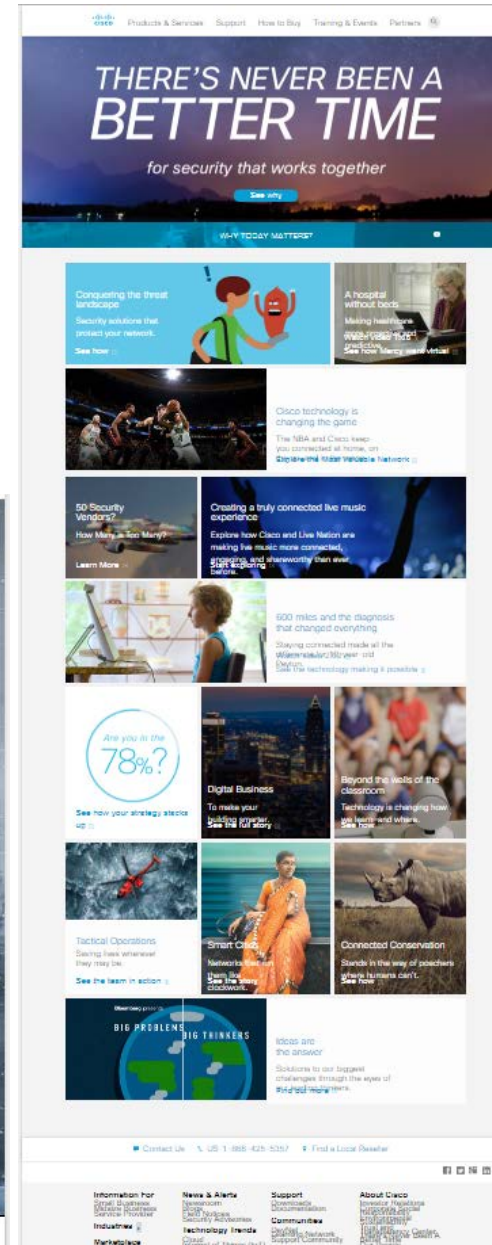
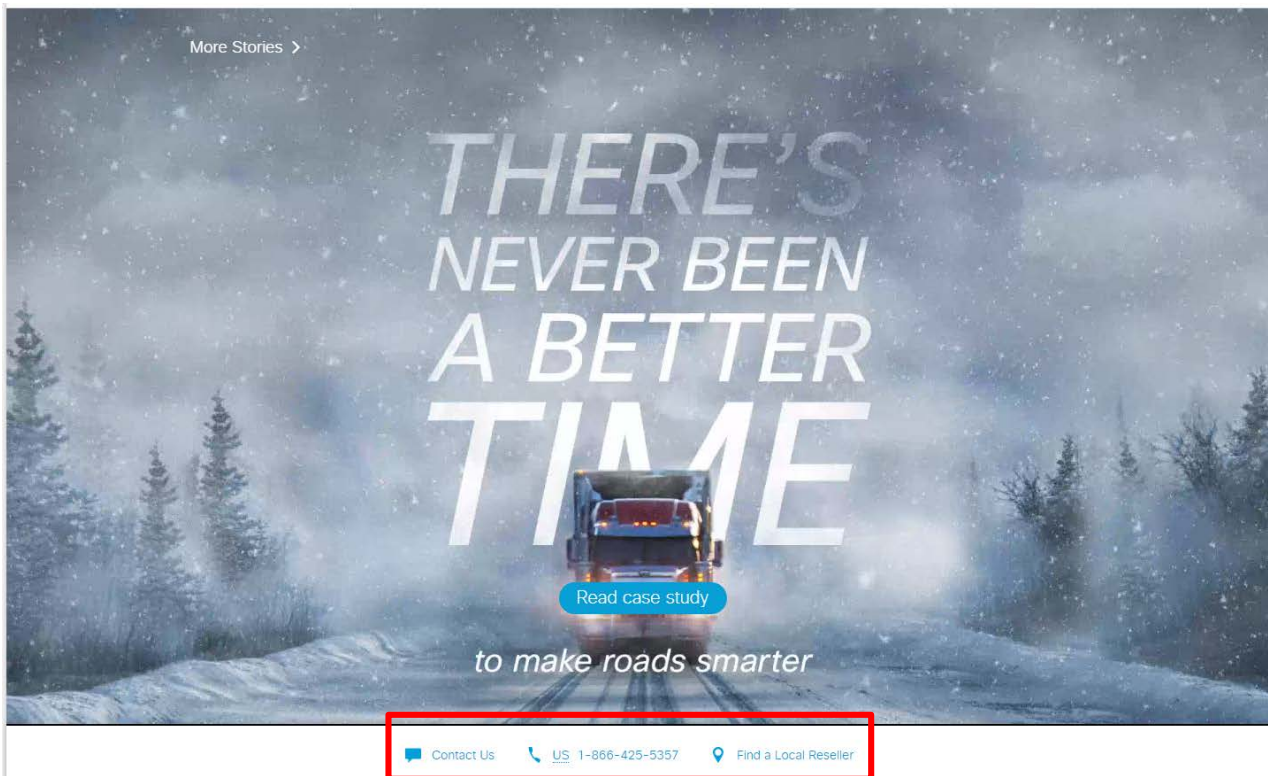


Brand Campaign | Information Architecture

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.



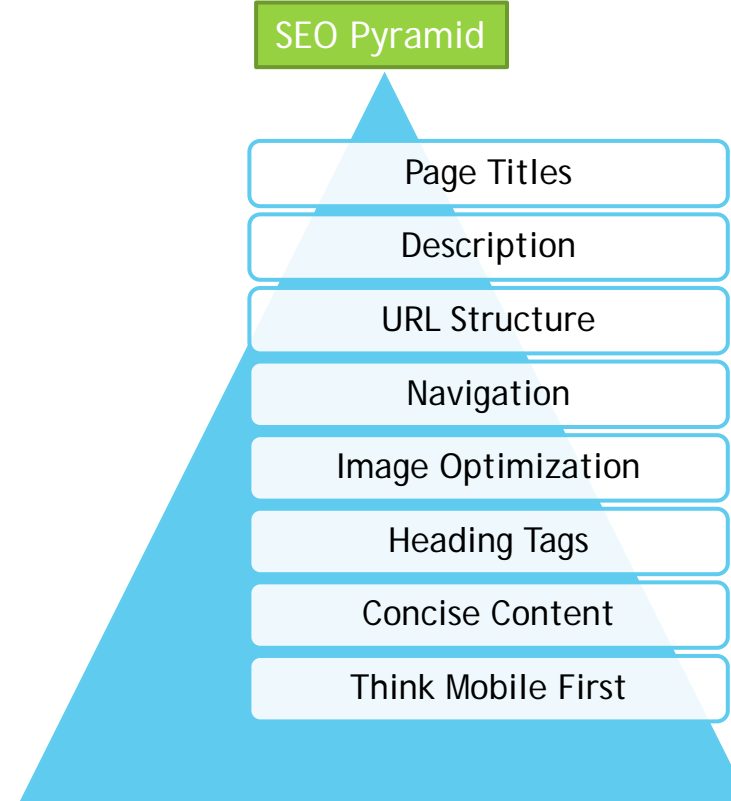
SEO & SEM

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, layered effect against the white background.

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



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.

Popular Topics



Rei, sleepy coyote and 3 others liked your reply · Mar 6

Michael G. Hurston @MGHurston

I don't know...I think Rainbow Dash would make a pretty good soldier...



Mercury the Tsundere liked your reply · Mar 2

Michael G. Hurston @MGHurston

I don't know...I think Rainbow Dash would make a pretty good soldier...

Knowledge Sharing



Ceros liked your reply · 19 Jul 2016

Michael G. Hurston @MGHurston

@KatieMallory If you or anyone needs help archiving your examiner cont...



Addison Vaughan liked your Tweet · 17 Jul 2016

Michael G. Hurston @MGHurston

Use code "Nursing" at <http://bebeaulait.com> for 10% off all products when...

Customer Satisfaction



Cynthia Rainey liked your Tweet · 14 Jul 2016

Michael G. Hurston @MGHurston

Looks like my @GoDaddy email is redirecting to the account login page... ..



GoDaddy Help @GoDaddyHelp · 14 Jul 2016

Replying to @MGHurston

Sorry. We're working on fixing that right now. It will be back ASAP. Thanks for reaching out.^W



Web Development 2014-2017

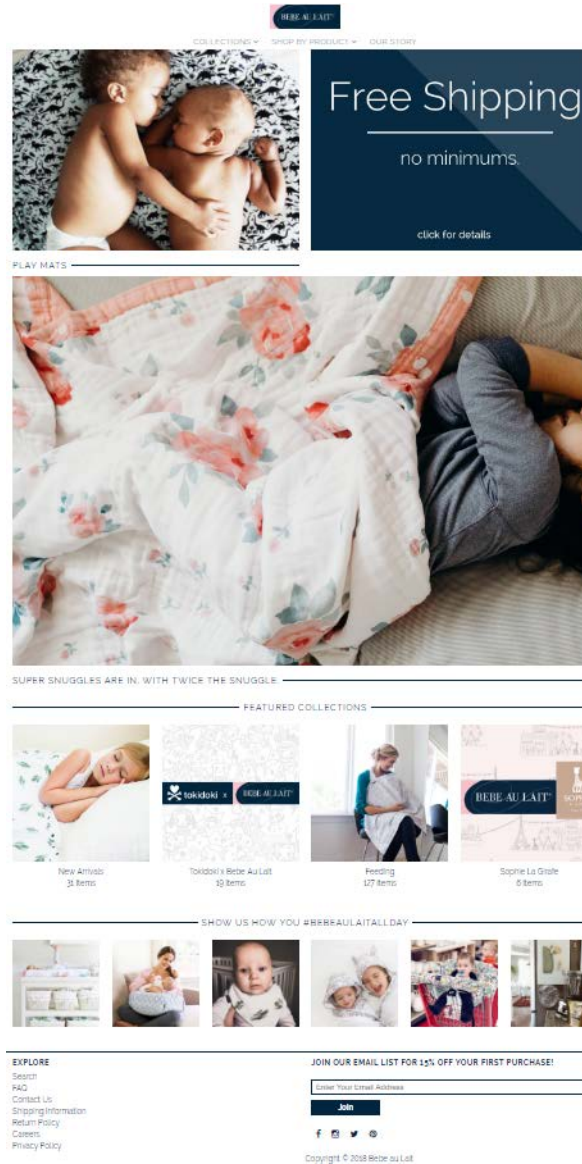
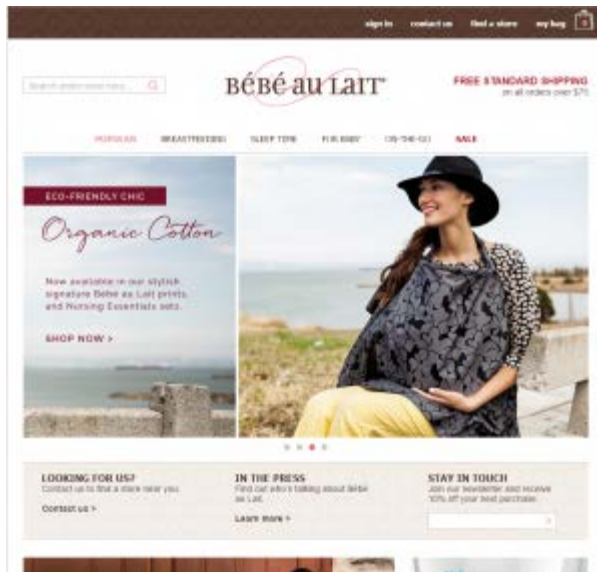
The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, layered effect against the white background.

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.

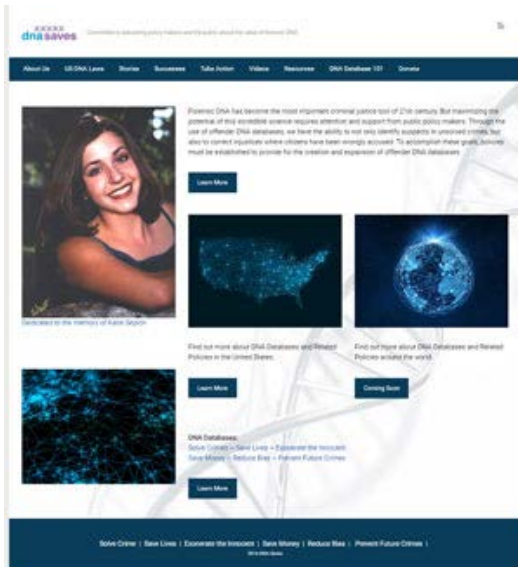
While the project's look and feel is done in-house by the internal Marketing team at Bebe au Lait, the development of new features and implementations are done by the team at MGHurston Creative Services.



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.



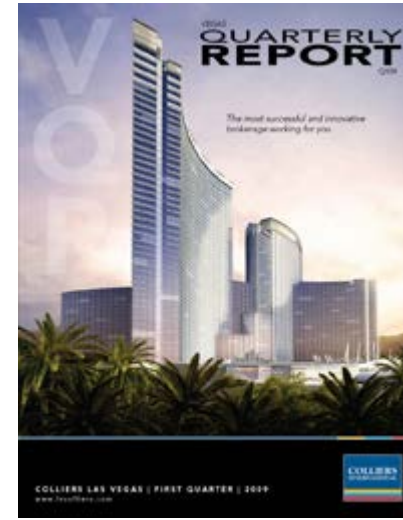
The screenshot shows a page titled 'Expanding the DNA Database - Which Method is Right for Your State?'. At the top left is the logo 'dna saves' with five 'x' characters above it. Below the logo is a navigation bar with links: 'About Us', 'US DNA Laws', 'Stories', 'Successes', 'Take Action', 'Videos', 'Resources', 'DNA Database 101', 'Global', and 'Donate'. Below the navigation bar is a breadcrumb trail: 'Home / Expanding the DNA Database - Which Method is Right for Your State?'. The main content area features two maps of the United States. The left map is titled 'Take DNA from Felony Arrestees' and shows 31 states highlighted in blue and teal. The right map is titled 'Take DNA from those Convicted of Misdemeanors' and shows 8 states highlighted in purple. Below the maps is a legend with two entries: a teal square for 'DNA taken as a result of certain felony arrests' and a blue square for 'DNA taken as a result of all felony arrests'. Below the legend are two 'Learn More' buttons. At the bottom of the page is a dark blue footer with the text: 'Solve Crime | Save Lives | Exonerate the Innocent | Save Money | Reduce Bias | Prevent Future Crimes | 2016 DNA Saves'.

Print Media 2009 and Earlier

The background features a complex, abstract design of overlapping, semi-transparent blue polygons. The colors range from a light sky blue to a deep, dark navy blue. The shapes are primarily triangles and quadrilaterals, creating a dynamic, layered effect that is most prominent on the right side of the slide.

Print Media

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



GREYSTONE OFFICE PARK
1850 - 2030 East Flamingo Road
Las Vegas, NV 89119

\$1.45/RSF Full Service Gross
East Flamingo Corridor

PROPERTY HIGHLIGHTS:

- ±1,196 to ±11,116 SF Available
- 5, Two story buildings offer outstanding exposure along the Flamingo Corridor.
- Conveniently located along the East Flamingo Corridor close to "The Strip" and Downtown Las Vegas.

Contact us for information about additional concessions including generous tenant improvement allowances and free rent packages.

Dean Kaufman
Michael Koozler
702.735.5700
www.vegasvalleyoffice.com

COLLIERS INTERNATIONAL
A FRANCHISE OF
OFFICE TEAM

Las Vegas Office Market Insight | Q1 09

TENANT NEWS

The key difference between this quarter and the previous quarter is that the new office buildings are being built in a larger volume.

The amount of space added in a given quarter is a key indicator of the health of the office market. While there is still a significant amount of space being added, it is not as much as in previous quarters. This is due to a combination of factors, including a slower pace of new office construction and a higher rate of office vacancies.

During the third quarter, several new office buildings were completed, including the new office building at the intersection of East Flamingo and Las Vegas. This new office building is a 10-story building with a total area of 1,116,000 square feet. It is expected to be completed in the fourth quarter of 2009.

The amount of space added in a given quarter is a key indicator of the health of the office market. While there is still a significant amount of space being added, it is not as much as in previous quarters. This is due to a combination of factors, including a slower pace of new office construction and a higher rate of office vacancies.

Language of Leasing: "Class A"

The amount of space added in a given quarter is a key indicator of the health of the office market. While there is still a significant amount of space being added, it is not as much as in previous quarters. This is due to a combination of factors, including a slower pace of new office construction and a higher rate of office vacancies.

Las Vegas Office Market Insight | Q1 09

TENANT NEWS

IN THIS ISSUE:

Marketing Buzz
Missing? Landlord Picks up the tab
Can I See your Executive Mr. Landlord
Is English Fear of Commitment
(A Guide to Lease Terms)
Language of Leasing
"Class A"

OFFICE EXPANSION & UPDATES

COLLIERS GOING GREEN

WEEK PARTICIPATION FROM COLLIERS OFFICES THROUGHOUT THE US

COLLIERS GREEN BUILDING PROGRAM

Las Vegas Office Market Insight | Q1 09

TENANT NEWS

OFFICE EXPANSION & UPDATES

COLLIERS GOING GREEN

WEEK PARTICIPATION FROM COLLIERS OFFICES THROUGHOUT THE US

COLLIERS GREEN BUILDING PROGRAM

FUN FACTS

WWW.USGBC.ORG

The U.S. Green Building Council (USGBC) is a nonprofit, nonsectarian, nongovernmental organization that promotes sustainable building practices through its Leadership in Energy and Environmental Design (LEED) certification program.

OUR MEMBER WELDED!

The USGBC is a nonprofit, nonsectarian, nongovernmental organization that promotes sustainable building practices through its Leadership in Energy and Environmental Design (LEED) certification program.

DID YOU KNOW?

Did you know that the USGBC is a nonprofit, nonsectarian, nongovernmental organization that promotes sustainable building practices through its Leadership in Energy and Environmental Design (LEED) certification program?