



## FREELANCE FORUM 1995-2005

PO Box 250024  
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www.freelanceforum.org

### Annual Membership Dues:

Individual - \$85  
Couples/Partners - \$150  
Student - \$60

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F R E E L A N C E

# folio

E-NEWS FOR  
MEMBERS & FRIENDS of  
THE FREELANCE FORUM  
OCTOBER 2005

THURSDAY, OCTOBER 6<sup>TH</sup> SPECIAL EVENT



## Don't Miss the Freelance Forum Annual Members Portfolio Show!

It will be a many-splendored event: see what Atlanta's freelance community has been creating over the last year, marvel at the lavish décor of the new midtown Atlanta campus of the Savannah College of Art and Design, enjoy tasty hors d'oeuvres and a cocktail with your colleagues.

The Freelance Forum's Annual Members Portfolio Show will be held this year on Thursday, October 6, at 6:30 pm in the ballroom of the Savannah College of Art and Design (SCAD), Atlanta campus. It will feature the work of illustrators, writers, designers, photographers, videographers and many other creatives. Exhibitors should arrive at 6:00 pm to set up.

If you're not a member, here's a good incentive for joining: the opportunity to show your stuff to fellow Freelance Forum members, some of whom may need your unique talent for an upcoming project. It's a great time to test the appeal of a new creation and to get practice showing your portfolio.

So whether you're looking to talk craft or business, to catch up with friends, or to see the new SCAD campus, the Freelance Forum's Annual Members Portfolio Show is the place to be on October 6!

**SEE PAGE 3 FOR DETAILED MAP TO SCAD**

### MEMBERS PORTFOLIO SHOW DETAILS

**OCTOBER 6, 6:30-9:30 PM  
EXHIBITORS: 6:00 PM**

#### LOCATION

**THE SAVANNAH COLLEGE  
OF ART AND DESIGN  
1600 Peachtree Street  
between Spring Street  
& Deering Road**

#### ADMISSION

**FREE for Members and Guests  
(only members may exhibit)**

### September Meeting Recap

## The Hits Keep Coming

BY DAVID KNOPE

**W**hat if you put up a website—for yourself or a client—and nobody came? Like the tree falling in the proverbial forest, if no one hears it does it still make noise? Optimizing a site so search engines can find it amid the millions of sites on the Web was the topic of our September meeting.

**Derek Fulford** of Medium Blue Search Engine Marketing, **Stacy Williams** of Prominent Placement, and **Todd Michaels** of Paint Creek Consulting led a spirited panel discussion aimed at helping non-techies

improve their sites. Writers were pleased to hear that the words you use are the most important factor in getting search engines to find your site.

Relevance is a primary key, according to Todd. We should design each page on a site around a single theme and use a lot of the most common words associated with that theme. He suggested asking potential users of a site what words they might use if they were searching for your information. Two sources to help you find those crucial keywords are: [www.wordtracker.com](http://www.wordtracker.com) and <http://inventory.overture.com/d/searchinventory/suggestion/>.

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### GO TO THE SOURCE

Just click on  
**Find a Freelancer**  
at [freelanceforum.org](http://freelanceforum.org)  
to instantly connect  
with Atlanta's best  
creative talent.

[www.freelanceforum.org](http://www.freelanceforum.org)

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*Clockwise from bottom left: Panel members Derek Fulford of Medium Blue Search Engine Marketing and Stacy Williams of Prominent Placement take questions from the audience. Member co-chair Karen Denovitch announces the evening's door prizes as panel members (from left) Derek Fulford of Medium Blue Search Engine Marketing, Stacy Williams of Prominent Placement, and Todd Michaels of Paint Creek Consulting look on. Another packed meeting for a great program. Jame Riley enjoys the free food. Photos: Steven Knapp.*

Headlines should be HTML text, not graphics. If you can't highlight and copy text, it's not HTML. Also: your site is likely to get more hits if you don't use frames or Flash. Some, but not all, search engines can now find Java links and most are now ignoring metatags.

Link popularity is becoming crucial, Derek said. The number and quality of links to your site from other sites indicate that you have useful content, so search engines are increasingly using that as part of their criteria. Yahoo has a way to test your site at [linkdomain:www.mywebsite.com](http://linkdomain:www.mywebsite.com).

Local search engines and Internet yellow pages are helpful and at least three will let you list yourself.

Photos are good but search engines won't find them unless accompanying text

contains relevant words. Updating your site often will keep it higher on the results lists because search engines value new, fresh information.

In creating your site, remember that 95% of your visitors will probably enter your site somewhere other than your home page. Always have clear navigation on every page and include a site map.

For lots more information, many articles on site optimization are available online at [www.mediumblue.com](http://www.mediumblue.com).

**MAKING A DIFFERENCE**

**KATRINA JOURNAL: DOCUMENTING THE RED CROSS EFFORT . . .**

Freelance Forum member **John Slemp** volunteered his time to the American Red Cross relief effort, photographing the activity at the Lawrenceville Joint Resource Recovery Center (JRRC). John and local writer and volunteer Mary Ann Siegel interviewed and photographed several survivors who graciously shared their stories. To see more Red Cross images, go to [www.jslemp.com/hurricane](http://www.jslemp.com/hurricane). John's commercial work can be seen at [www.johnslemp.com](http://www.johnslemp.com).



**MEMBERS IN THE NEWS**  
**Congratulations to Folio Editor**

Folio Co-editor **Janina Edwards** is a finalist for the Atlanta Business League's Super Tuesday Award, given to encourage African American female entrepreneurs to hold fast to the goals of business ownership. The award ceremony is September 27.

The award program recognizes that success is not only in receipts, but also in the capacity to remain committed to a vision of private enterprise. The non-profit organization serves as an information clearinghouse and referral source for minority-owned businesses.

**TIDBITS**

**Great News:** Members can now renew online with a credit card via PayPal.

**The Marketing committee** is looking for volunteers. Please contact Paul Glickstein, 404-329-0206 or [paulglick@mindspring.com](mailto:paulglick@mindspring.com), for more information.

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Got an item or suggestion for the *Folio*? Have you won an award, landed a new account, had a baby? Contact one of our *Folio* editors—Janina Edwards at [justwrite@mindspring.com](mailto:justwrite@mindspring.com) or 404-288-5924, or David Knope at [knope@mindspring.com](mailto:knope@mindspring.com) or 770-390-0386. We want to hear from you.

## PRESIDENT'S CORNER



**H**ope you joined us for our Search Engine Optimization program last month. Cyber strategizing is intriguing for me as an artist who dwells mostly in print. Like it or not, the Internet has become a fundamental resource in the talent search process. Prospects expect to see samples of your work online. Luckily, we have the Freelance Forum. Members can present samples in an online portfolio for only \$50 annually. Furthermore, we have allies in other members as we wade through the parts of this process outside our own skill set.

That's where our upcoming **Members Portfolio Show** comes in. It's a chance to show your work, as well as get to know other members and what they do. The value of referrals—whether outgoing or incoming—far exceeds their measurable gains. It's wonderful to have styles to associate people with, and I find myself getting to know more members in this one night year after year. And as we show our work in person less and less these days, our Members Portfolio Show is a great time to freshen up your portfolio and see what kind of responses you get. Remember, impressions are important—this is a chance to test your

strongest creative *and* your demonstrative succinctness.

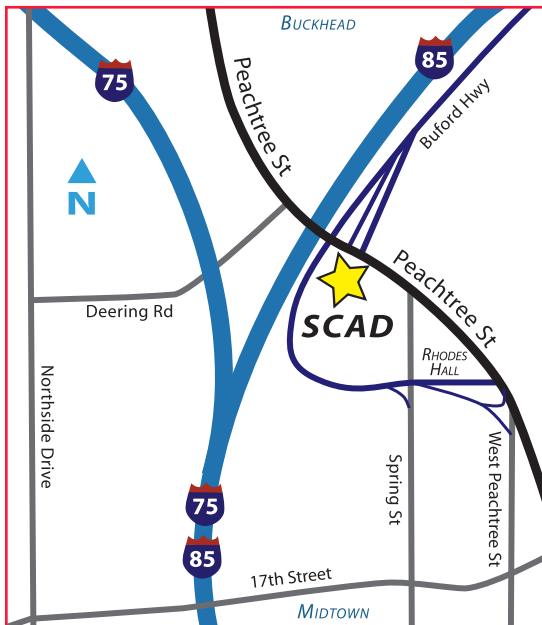
Our Members Portfolio Show is our October Meeting, Thursday, October 6<sup>th</sup> from 6:30–9:30 pm. This special meeting will take place at the new Atlanta campus of the Savannah College of Art and Design, right in Midtown. It's a fantastic space, and You Should Eat is pleased to provide the catering again this year.

Some thanks in advance to **Irene Pierce** for coordinating much of this effort, **Tim Shannon** for taking reservations, **Wendy O'Brien** for mapping our exhibitors, and **Georgia Dzurica** for coordinating the volunteers.

With October upon us, it's not too early to begin planning for next year. The best way to get to know members is to participate in organizational projects and programs that fit your schedule and interests. Also, look for board ballots in your email later in the month. Results will be announced at the November meeting. Hope to see you at our Members Portfolio Show on October 6 at the Savannah College of Art and Design's new Atlanta campus!

—Laura Heck

### MAP TO SAVANNAH COLLEGE OF ART AND DESIGN



SCAD is located at 1600 Peachtree Street (in the former iXL Building), across from The Temple, between Deering Road to the north and Spring Street to the south. Access free parking via driveway along south side of building. Map: Laura Heck.

### WELCOME, NEW MEMBERS

**Bill Burns**, marketing consultant

### WELCOME BACK FORMER MEMBERS

**Suzanne Mills Farinas**, writer

**Patrick Carlson**, graphic designer

### SUPPORT OUR SPONSORS

