Clients Database

Kathleen McNeal
CTE - Career Tech.
Hoover High Schools, DMPS
Webspec Design

Part I: Overview of Business

Webspec Design was founded in 2001 with a focus on service and quality. Webspec has worked with over 700 hundred clients since its conception 16 years ago. They work with many different things with their clients, from auditing existing platforms to developing their whole website or marketing campaigns. They have expertise in digital marketing, web design, software development, and web app development.

Part II: Job Specifics

I am working with the digital marketing department. They work with their clients on their brand to have or maintain to establish a clear message. They are helping the clients reach the right customers. In doing that they will help the client with their digital presence on their social media platforms and narrative seen on the website. They work on complete brand strategies and connecting their clients with their target customers.

My plan at Webspec is to work on auditing and updating clients on Google Analytics, helping to build out a database to more easily search for client accounts, observe and help with anything from the development and maintenance, also possibly assist in writing narrative.

Part III: Introduce the Problem

The students will chose their own personal information.(facebook, twitter, instagram etc.) Record in a spreadsheet and audit the information and make corrections. They will then build out a database to create a vehicle to more easily and efficiently search followers.

Part IV: Background

What content knowledge does the student need to solve the problem?

- Access their personal information
- Knowledge in creating spreadsheet
- Skill in organizing relevant information.
- Knowledge in database application

Part V: Business Solution

The audit of all clients were complete and the developed database was complete and all clients will be enter and be stored in the database.

Part VI: Student Solutions

The knowledge that the students will gain will help them use the skill in utilizing the different applications that will help them in doing their job in the future more efficiently.