



Have you let your job define you?

If you search your name on the web using any of the popular search engines, what do you find? Is it positive? Are there pictures of your Vegas celebration when you graduated your MBA program? Holiday with the family? All of your Facebook® and Twitter® conversations with your children...? Is this the proper level of exposure to a potential partner, client, hiring firm, or publisher? Where are your successes, inventions, documented policies, articles, announcements, and achievements? You've spent your career taking care of someone else's company; did you remember to take care of yourself?

Search engines are designed to quickly, efficiently, and, most importantly, accurately index web pages and display those results. The most common use is to locate a product or service. Working to improve the relevancy of your web pages so that search engines position your product or service high in returned results is called search-engine optimization (SEO). Using Facebook®, LinkedIn®, or Plaxo®, among others, to promote your product or service is called social-media optimization (SMO). At Spider Trainers, LLC, we realize that products come in many different forms — in fact, all shapes and sizes — and we cater specifically to this. We specialize in the SEO and SMO of you.

In interviews with HR professionals, they report receiving hundreds of résumés when just a year ago they were forced to hire recruiting specialists to help them fill upper-management and C-level executive positions. Today human-resource specialists are performing quick and cursory reductions of the stacks of résumés with stiff criteria for eliminating — in their estimation — the unqualified. Once they've narrowed the candidates to a manageable number, they then turn to the web to glean available information — both positive and negative.

That's where we come in. Spider Trainers, LLC, is not in the business of finding you a job, but rather the search-engine and social-media optimization of your person.

As a C-level or upper-management executive, you are much more than your job. Yet while the HR professional is searching for you on the web, the web has been inadequate for promoting your individual and professional skills, accomplishments, and achievements — not to mention your desires.

Perhaps you'd like to launch a new career, write a book, become a public speaker or a panelist. As an entrepreneur, you may want to promote yourself as the founder and developer of your company, technology, products, processes, or inventions. You might wish to find a venture capitalist, or become one. Maybe you're looking to sell your company or partner with like-minded individuals. In each of these cases, the most important factor is your visibility.

When you consider your professional visibility, do you know how would someone find you; find out about you; learn of your accomplishments; or contact you? How would you convince them that you are the right candidate, partner, engineer, or inventor? How would you validate your claims?

OPTIMIZED PROFESSIONAL VISIBILITY

Spider Trainers, LLC, has developed a proprietary and measurable system for promoting you as the product, which we have termed optimized professional visibilitySM.

With optimized professional visibilitySM, we don't stop at the content, we don't stop at the social media, and critically, we don't stop at simply having a search engine index your life. We ensure that the desirable content ranks high, and in the event there is undesirable content that it is obscured by many pages of content congruent with your goals — regardless what those goals may be.

In today's electronic age, digital footprints can be challenging to erase, but with the careful deployment of positive and well-planned content, your future is completely within your control and direction. We will chart that path and maintain the daily contributions that are required to get you to the top of the search results and keep you there.

Spider Trainers LLC