

Nalla Training and Consulting Gains Clients and Confidence Through Local Marketing Solutions

For [Nalla Training and Consulting](#), it's all about people. Specializing in teaching restaurant and hotel managers in [TIPs alcohol training and ServSafe food handling](#), Nalla cares about protecting consumers and those who serve them by offering certification programs that emphasize safety and best practice. Angela LeGrand, long-time hospitality manager and owner and founder of Nalla, prides herself on offering personal service that connects training to real-life situations.

As LeGrand knows, however, a business can't become very personal without attracting that one special something: people.

Still new to her business in 2013, LeGrand wanted to reach more local customers through an optimized website and social media strategy but was, by her admission, "technically challenged."

"When you're starting a company and need to rely on someone who knows more than you, it's difficult," LeGrand says. But after connecting with [Brandon John Smithwick](#), Digital Marketing Professional, LeGrand got more than a tech whiz. She gained a mentor and friend.

Brandon Smithwick, specializing in [WordPress web design](#), local search marketing, social media marketing, [copywriting for search engine optimization \(SEO\)](#), has worked professionally in digital marketing since 2012. He facilitates website projects from start to finish, including handling domain names/domain structure, building landing pages designed for conversion, content that speaks to your audience and utilizing the appropriate graphics to convey the business's primary message. He also implements the more technical aspects of digital marketing involving Google Analytics setup and implementation, technical SEO, and Schema markup.

But LeGrand didn't know all these terms. Nor did she need to. "He helped me figure out what I needed and explained it back to me in terminology I understood," LeGrand says. "And he did not make me feel like an idiot!"

Smithwick helped Nalla take marketing one step at a time, reminding LeGrand that "before taking over the world," she should "take over the city." She references another one of Smithwick's projects, the website for the hotel she managed, as a case in point. When people searched for Wine in the Woods, a local festival in Columbia, Maryland, LeGrand's Holiday Inn Express and Suites popped up first. "I don't know how he did it, but it worked," she says. "He worked a magic spell with those words."

Smithwick's magic involves optimizing content with well-researched keyphrases that bring local traffic to websites and directories when people search for solutions in their area. LeGrand remarks that when Nalla first started, her only customers were from her management company and through word of mouth. Now she receives contacts from people she has no previous connection with, all through her well-positioned site.

LeGrand looks forward to major growth as a result of this local search success. "2016 is when I plan to push even further," she said. "Brandon asked me, 'Are you ready to give 1000% and do it?"

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That's what sets Brandon Smithwick apart: he doesn't just design or optimize a site then disappear. He offers ongoing support, responding to texts, emails, and calls promptly, and challenges business owners to keep growing their companies, one Google search at a time.

Then do it.” Because of Smithwick’s services *and* motivating words, Nalla is poised to grow its client base significantly in the next year.

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“I know that whatever he does is going to be in the best interest of my company.” LeGrand says. “Working with Brandon is like working with a friend.”

Because, in the end, it’s all about people.