

Parent, student  
and faculty portal  
login links

[CALENDARS](#)[ABOUT US](#)[ACADEMICS](#)[ATHLETICS](#)[STUDENT LIFE](#)[PARENT LIFE](#)[ALUMNI](#)[GIVING TO IWA](#)

Since 1871



Understanding the **Fundamentals of Catholic Faith**

## Marketing Message:

The long-standing tradition of Academic excellence along with character formation

I took this photograph

## Marketing Message:

Reinforce Catholic identity for key demographic

## Branding

### Incarnate Word Academy News Feeds

#### Campus News [more >](#)

Enlighten, Inspire, and Strengthen Campaign Begins Phase I

College Readiness is Focus at Incarnate Word Academy

IWA High School Students Give Back to the Community

#### f IWA Facebook Wall

Incarnate Word Academy, Corpus Christi, TX on Facebook

[Like](#) 912



Facebook social plugin

### Events [more>](#)

October 8-12  
Fall Break

October 9  
ML Report Cards Available

October 10  
HS Report Cards Available

October 15  
ML Digital Citizenship-Bullying Prevention Presentation

October 15  
HS Digital Citizenship-Bullying Prevention Presentation

October 16-17  
EL Parent-Teacher Conferences  
Noon Dismissal

October 18  
HS Seniors Abbreviated Schedule

October 18  
HS PSAT College Testing

### Featured Links



### IWA In the Headlines

"Virtual Classroom, Real Students: Incarnate Word Academy Launches Online High School Classes"

—*Caller Times*

Dr. Hector P. Garcia  
Honored

—*See All the Press Coverage*

## Marketing Message:

State of the art college preparatory school

## Site Goal:

- Attract perspective students.
- Retain current families
- Real-time communication tool for IWA community



Catholic  
Education & Community  
Since 1871

**Ranked #1 Catholic High School**  
—TAPPS Division 4A

Easy navigation for perspective families

Easy navigation to donations, a significant revenue source

Pictures offer powerful insight to campus culture

Admissions

Online Giving

Angel eBRARY

Event Gallery

Google™ Custom Search

Search

Quick Links

Go

# INCARNATE WORD ACADEMY

Reinforce college preparatory tools

CALENDARS

ABOUT US

ACADEMICS

ATHLETICS

STUDENT LIFE

PARENT LIFE

ALUMNI

GIVING TO IWA

Since 1871



*Embracing All Faiths*

## Marketing Message:

Casting wider net to international community & other faiths

### Incarnate Word Academy News Feeds

#### Campus News more >

Enlighten, Inspire, and Strengthen Campaign Begins Phase I  
College Readiness is Focus at Incarnate Word Academy  
IWA High School Students Give Back to the Community  
Angels Remember the Events of 9/11



#### IWA Facebook Wall



Incarnate Word Academy, Corpus Christi, TX on Facebook

Like 912

### Events more>

**October 8-12**  
Fall Break

**October 9**  
ML Report Cards Available

**October 10**  
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Noon Dismissal

**October 18**  
HS Seniors Abbreviated

### Featured Links



### IWA In the Headlines

"Virtual Classroom, Real Students: Incarnate Word Academy Launches Online

### Site Goal:

- Sell skincare products and recruit new consultants.
- Site needed to showcase owner while seamlessly transitioning to the Rodan + Fields company site.

### Company branding

South Texas Skincare *Changing skin. Changing lives.*

Build owner's brand in  
key leadership roll

Meridith Carter  
The Premier Rodan + Fields  
Independent Consultant of South Texas

Highlight partnership with  
nationally known brand

Looking For...

Shop skincare products

Great Skin  
Rodan + Fields Products

Simple one-click navigation

Great  
Financial Future  
Consultant Opportunities

Transfers users to the owners Rodan + Fields  
consultant page to explore business opportunities.





Product Home Page.  
Designed to sell the skincare line.

Key words and proper headline  
size utilized in first paragraph for  
SEO Best Practices.

# South Texas Skincare

*Changing skin. Changing lives.*

HOME | PRODUCTS | GET ADVICE | ABOUT R + F | CONTACT US



**South Texas Skincare**  
proudly introduces the Rodan + Fields®  
skincare product lines to the Coastal  
Bend.

The Rodan + Fields products are changing skin  
and changing lives with innovative skincare for  
all skin types and all ages--providing *real*  
results at home without injections or other  
invasive procedures.

The dermatologists who developed the  
revolutionary Proactive acne treatment and  
helped millions of people successfully treat  
mild to severe acne, doctors Katie Rodan,  
M.D. and Kathy Fields, M.D., have taken their  
vision of bringing dermatology-based skin  
treatment to everyone and created the Rodan  
+ Fields complete line of skincare products.

**The key to great skincare is using products developed to address your personal skin concerns and needs. Contact Meridith Carter of South Texas Skincare today to establish your customized skincare routine--developed by renowned dermatologists and specifically tailored for you.**

**South Texas Skincare**  
**361.290.7661**

## PRODUCTS



ANTI-AGE



UNBLEMISH



REVERSE



ESSENTIALS

## Rodan + Fields Products Featured on NBC's Today Show



Rodan + Fields AMP MD Maximum Delivery System and ANTI-AGE Regimen were featured on the NBC Today Show as a "Must Have Anti-Aging Product for 2011" by Allure Magazine Editor and Chief Linda Wells and NBC host Natalie Morales.

Rodan + Fields ANTI-AGE regimen and AMP MD System is a patent-pending, systematic approach to treating aging skin. When used together, this combination is clinically proven to deliver the right ingredients, in the right formulations, in the right order and in the right way, to truly transform skin

Also featured on the cover of Allure magazine, Rodan + Fields AMP MD and ANTI-AGE regimen is your answer for younger, more healthy-looking skin today.

I took this photograph as well  
as the other photos featured on  
the sites slide show. I  
Photoshopped this photo to  
feature the owner and the  
product along with Rodan +  
Fields logo

I wrote all of this copy in this  
first section based on  
material provided.

My tag line

## Site Goal:

- Promote tennis camps for all levels of junior tennis players
- Build a loyal and participating tennis community

## Branding

## Marketing message

Community building  
through social media  
marketing

Key words and proper headline  
size utilized in first paragraph for  
SEO Best Practices.

## Branding

Links to full camp program  
descriptions and enrollment  
forms

The screenshot shows the Premier Tennis Academy website. At the top is the logo, which is circled in red and labeled 'Branding'. Below the logo is a navigation bar with links: Home, Programs, Coaches, HEB Center, News, and Contact Us. A marketing message, 'The Top Competitive Junior Tennis Programs in South Texas', is circled in red and labeled 'Marketing message'. On the left side, there is a Facebook social plugin section, circled in red and labeled 'Community building through social media marketing'. Below this is a 'Tennis Programs' section, also circled in red and labeled 'Branding'. The main content area features a large image of a young player in a yellow shirt, circled in red. Below the image is a headline, 'Premier Tennis Academy sets the standard for Junior Tennis in South Texas', and a paragraph of text. At the bottom, there are two columns for '2012 Junior Tennis Fall Programs', each circled in red and labeled 'Links to full camp program descriptions and enrollment forms'.

**PREMIER**  
TENNIS ACADEMY

Home Programs Coaches HEB Center News Contact Us

Join us on Facebook

Premier Tennis Academy on Facebook

Like You like this.

Premier Tennis Academy via 10 and Under Tennis

USTA Player Development Launches New 10 and Under Tennis Competency Videos  
ebm.mailusta.com

October 14 at 9:08am

Facebook social plugin

**Tennis Programs**

All programs are taught by experienced coaches and staff members who are teaching professionals specializing in junior tennis.

Private and Group Lessons Available!

Ask us about Youth Court Permits  
Annual and biannual rates available

361.882.6013

**2012 Junior Tennis Fall Programs**

**10 and Under Program**

A revolutionary change in the way kids 10 and under learn to play tennis, as well as compete.

Smaller courts, lighter and lower bouncing balls and smaller, lighter racquets to fit your child's size.

It all makes it easier and fun while developing skills that will last a lifetime!

**Ages: 6-10**

**Monday / Wednesday**  
Time: 5 - 6 pm

**Academy Program**

Designed for junior tennis players of all levels.

Program covers all aspects of tennis, from technical and tactical to the mental and physical side of the sport.

Players are grouped based on ability levels during workouts.

**Ages: 11-18 & advanced 8-10 year olds**

**Monday / Wednesday / Thursday**  
Time: 6 pm - 7:30 pm

## Site Goal:

Enroll perspective children

Present a professional home child care facility and program.

## Branding

After interviewing owner, I wrote the site copy.

Certified professional childcare for toddlers, conveniently located

Diverse activities prepared for children

# Sonya's Kids Clubhouse

Achieving the highest standards of child care for over 11 years

## Welcome to Sonya's Kids Clubhouse!

Sonya's Clubhouse is a joyful environment for kids to play, learn, sing songs and develop social skills.

As a family child care provider, our goal is to provide a safe and happy place for children to grow physically, emotionally, intellectually and socially at their own pace.



- Home
- About Us
- Daily Schedule
- Parent Handbook
- Forms
- Photo Corner
- Contact Us

## Now Enrolling

For more information, please call  
918-748-0251



Learning is fun!

We believe children learn through play and benefit from a structured schedule.

Activities are designed to stimulate sensory motor development, language advancement and social interaction.

