

## Hall Employee Selected to Speak at WordCamp Providence

September 25, 2014

**Portland, Maine** - RC Lations, WordPress Project Manager at Hall Internet Marketing, has been selected to speak at this year's WordCamp Providence taking place in Providence, Rhode Island September 26<sup>th</sup> and 27<sup>th</sup>. WordCamp Providence is one of hundreds of locally organized gatherings that bring together bloggers and programmers who share a passion for the world's most popular content management system, WordPress.

RC will be giving a lightning talk on Saturday afternoon about using data to power user experiences online. "A lot of people have some type of analytics platform running on their site. That's important, but it is what you do with that data that can help determine your success. This is where most people fall short," said RC. This is a point that Hall Internet Marketing takes to heart. When asked why utilizing data is important in web development, Director of Web Performance at Hall, Mike Johnston added, "Every one of our designers and developers is Google Analytics certified. We take pride in that, but it isn't just about bragging rights, we use that knowledge on a daily basis to drive traffic for our customers."

RC's selection as a featured speaker identifies him as a respected voice on the platform and speaks to his dedication not only to creating innovative websites but to his drive to share his knowledge and skills with aspiring creators. This is not RC's first time presenting at a WordCamp, in August RC spoke at Maine's first ever WordCamp event. RC's desire to share his skills with other WordPress devotees stems from what he saw as a lack of dialog on the topic. "Not many people were talking about analytics and marketing performance," says Lations. "That's the beauty of WordPress though. If you think there's something missing from the software or the community, you can bring it to the table. If people aren't talking about something important, you can talk about it."

For more information about WordCamp Providence and to register for the event, visit:

<http://2014.providence.wordcamp.org/>

### About Hall Internet Marketing

Hall Internet Marketing is a 15 year old digital marketing agency based in Portland, Maine. Our team of web marketers, designers and developers work collaboratively to create comprehensive marketing strategies for our clients. Hall helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

For more information, visit: <http://www.hallme.com/press/>