

By **Charly**  
**McCracken**

2024

# Portfolio.

**WEB DESIGN & SEO**

aka Charly The Pearl



**Passionate**  
**Creative**  
**Driven**

*Seasoned and progressive  
loving what I do and who  
I am fortunate to serve.*

AtlWebForce@gmail.com

**Web Developer, Graphic Designer**  
**Digital Marketer, Project Manager**  
**AI Trainer and Content Creator**

## Education

- 2023 *Marketing Pros AI Prompt Engineer*
- 2021 *Gwinnette Technical College Full-Stack Web Developer Diploma*
- 2013 *Clayton State University Web Development Business Certification*
- 2012 *Project Management Institute Project Management Professional (PMP) Certification*
- 2011 *Art Institute of Atlanta Graphic Design Certification*

Charly The Pearl



# Creative Samples

## Websites (Click title to view)

[Atlanta Web Design and SEO, LLC](#)

[Lesley Hudson](#)

[Life Balance Power, LLC](#)

[Neighborhood Empowerment and Wealth Collective, Inc.](#)

[Precious Waters](#)

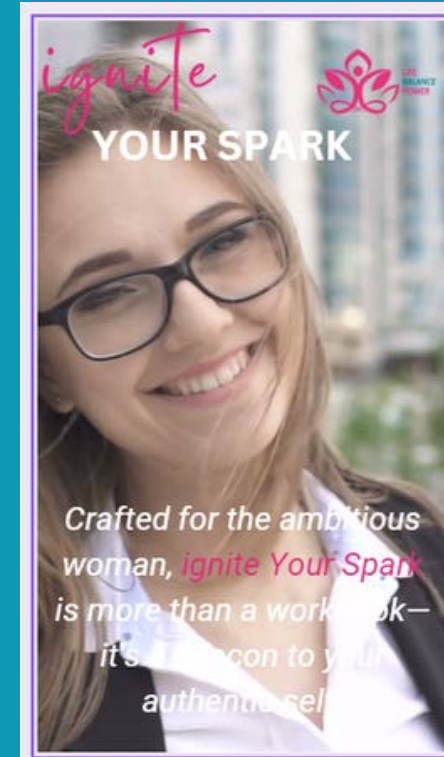
[Parent Approved 4 Kids](#)

[Hypersonic Trucking](#)

[GODS4US](#)

[Southerland Psychotherapy Associates](#)

## Media (Click image to view)



Instagram Reel



YouTube Short



YouTube Video



eBook



LinkedIn Carousel



Book Cover (no link)

# Logos



# AI Creations



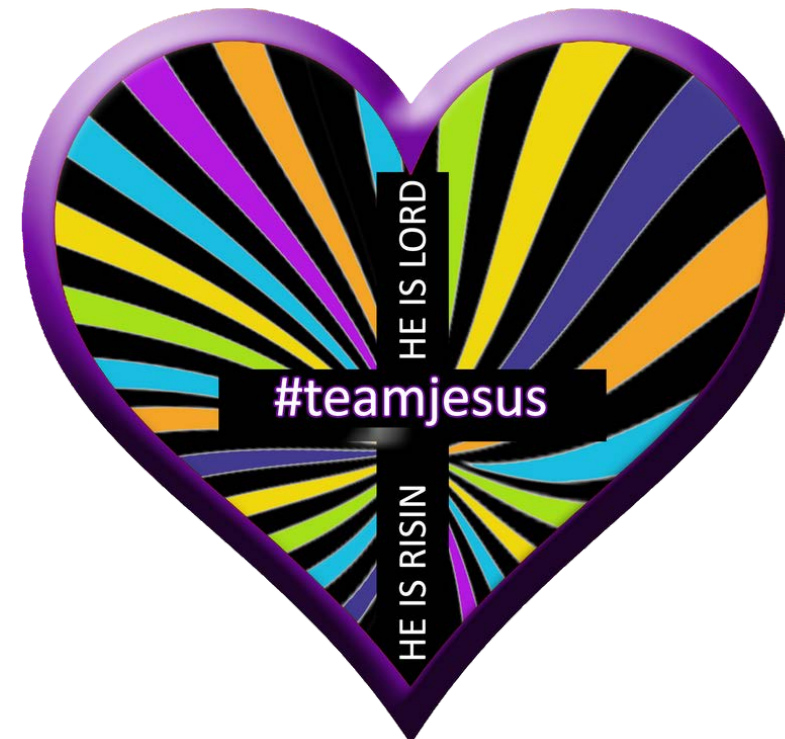
Charly The Pearl



# Creations



LOTUS LOGO



2024

# Newsletters

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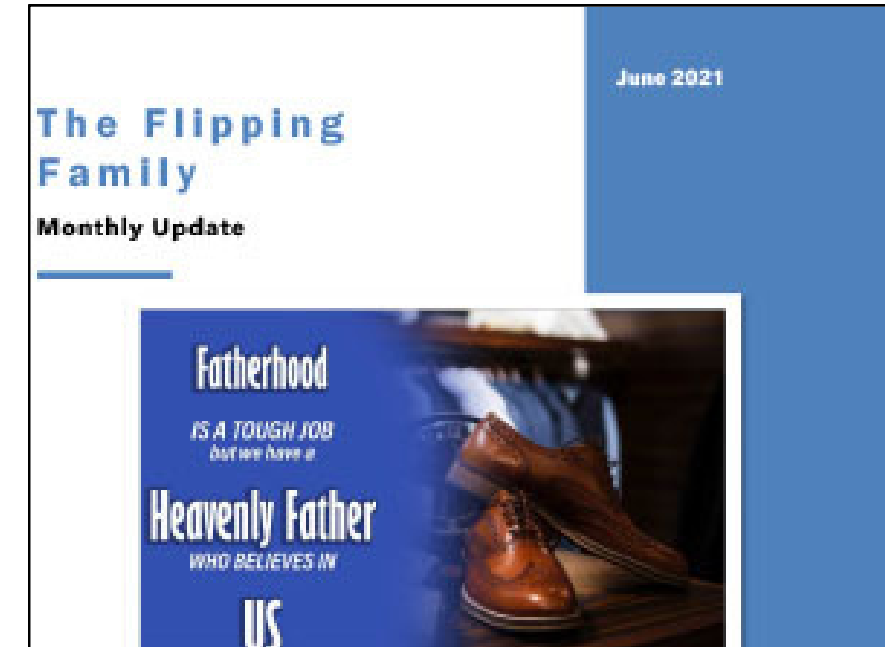
## Flipping Family News December 2021

- WHAT'S INSIDE**
- Chaplin's Corner
  - Reasons to Celebrate
  - Meeting Announcements
  - Holiday Poetry
  - Christmas Cards for Our Seniors
  - Lift Him Up in Prayer
  - Family Tree Project
  - Remembering Our Family Gathering

*Christmas Greetings Family*  
During this festive season I'd like for you to take time to reflect on your Mission and remember family is the core of our identity. Focus on...



## Flipping Family News The Family That Prays Together Stays Together November 2022



## The Flipping Family Monthly Update June 2021

**Fatherhood**  
IS A TOUGH JOB  
but we have a  
**Heavenly Father**  
WHO BELIEVES IN  
**US**



## FLIPPING FAMILY NEWS THE FAMILY THAT PRAYS TOGETHER STAYS TOGETHER January 2022

- In this issue**
- Black Poetry shared by President Drema Turner
  - Chaplin's Corner from Chaplin Wanda Caviness
  - January Birthdays
  - Black History Spotlight Celebrating Dr. ML King
  - Family Yummy Recipe from Drema Turner
  - Send Out Cards to Senior Family Members

*Celebrating Dr. ML King, Jr. in 2022*



## FLIPPING FAMILY NEWS May 2022

- In This Issue**
- President's Greeting
  - Chaplin's Corner
  - 2022 Family Gathering
  - May Birthdays
  - Greeting Cards for Loved Ones
  - Flipping Family History
  - Family Cookbook Project
  - Announcements

**How The Bible Praises Mothers**

She is clothed with strength and dignity; she can laugh at the days to come. She speaks with wisdom, and faithful instruction is on her tongue. She watches over the affairs of her household and does not eat the bread of idleness. Her children arise and call her blessed; her husband also, and he praises her: "Many women do noble things, but you surpass them all!" Charm is deceptive, and beauty is fleeting; but a woman who fears the Lord is to be praised.

Proverbs 31:25-30



## Flipping Family News The Family That Prays Together Stays Together October 2022

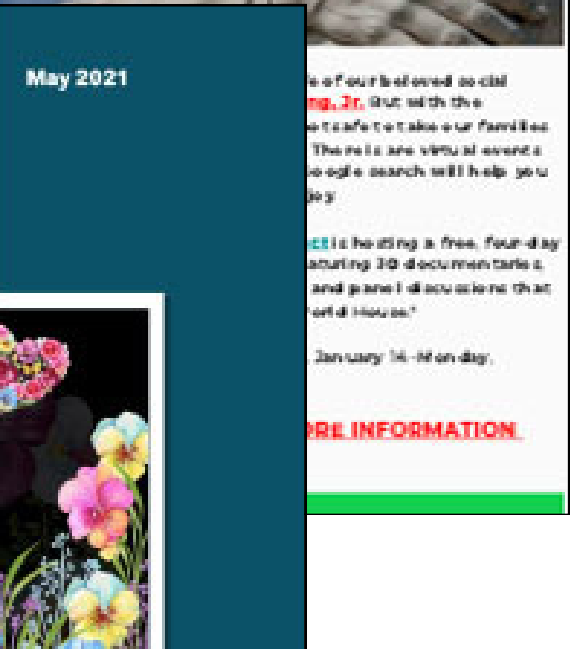
- Inside This Issue**
- President's Welcome
  - Chaplin's Corner
  - Greeting Cards for Loved Ones
  - Mid-Term Elections Info
  - Inspirational Poetry
  - October Birthdays
  - Family Recipe
  - Let's Celebrate Christmas
  - Announcements

FlippingFamilyUnity.com | FlippingFamilyUnity@gmail.com



## The Flipping & Family Monthly Update May 2021

*Family is a very special gift from God let's treasure it!*



## The Flipping & Family Monthly Update May 2021

- WHAT'S INSIDE**
- Inspiration by Chaplin Wanda Caviness
  - Logo Design Contest Win \$100
  - Business & Family Meeting

**Flipping Family Email Address**  
FlippingFamilyUnity@gmail.com





### Our Key Business Services and Focus

Welcome to Atlanta Web Design and SEO—a well-known digital marketing agency with more than a decade of expertise in this space. We factor in the success of our clients as we work to establish memorable digital footprints for those we serve.

The work we do covers almost the full range of services that are encompassed within modern digital marketing. The areas in which we excel include development, strategic SEO solutions, branding, top-notch graphic design, and impactful social media campaigns. Our websites are more than just eye-catching; they are optimized and designed to engage your audience and encourage conversions.

We have served a unique and diverse group of clients that includes a variety of industries, including transportation, training, publishing, religious organizations, energy, and real estate. Our team brings a wealth of experience and industry-specific expertise to the table.

What truly sets us apart is our commitment to helping new and small businesses thrive. We are more than just a digital marketing agency; we are your partner in success. We empower entrepreneurs like you by providing the guidance and training necessary to effectively market your products and services, and what's more, you can afford to hire us!

Whether you're a startup business looking to make your mark or an established business needing to up your digital strategy game, we are here to help you. We want you to be one of our satisfied clients, who know how the power of our services helps them meet their business goals and objectives.

We can help you develop a winning digital marketing strategy. Reach out to us and let's chat. In the meantime, take a few minutes to explore our services and learn more about our services.

We may be a small boutique agency, but we provide comparable services to larger, expensive agencies. Our services are priced to meet the needs of new and small businesses, but the work you receive is professional and will help you get noticed in your industry.

### We offer services in four key areas.

- 01. Website Development**
- 02. Graphic Design**
- 03. Digital Marketing**
- 04. Training**

We are equipped to develop websites for almost any type of business regardless of the industry. Each site is developed from a marketing perspective and contains custom functions and features that help attract customers and engagement.

All businesses need to establish a brand that will attract and engage their audience in meaningful ways. We plan, implement and manage every aspect of a business brand to drive awareness, trust, and loyalty within our client's customer base.

We help our clients market and advertise their products and services online to a target audience with the use of unique content, SEO, social media, and email marketing efforts that are strategically planned and implemented.

We have developed a unique training program we call Business 101. It is designed to build a foundation for our clients on teaching how AI can increase productivity, leads and conversions.

Learn More

Learn More

Learn More

Learn More

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Who you talk to matters. Are you ready to discover how powerfully you can show up for your business?

## Welcome to Life Balance Power

**What Archana Does Well**

Archana helps her clients manage the negative thoughts, energy and emotions that are preventing them from making progress in their businesses. Some of the breakthrough clients have experienced are renewed motivation, the ability to take action, and taking back ownership and control of their businesses.

Archana's clients report how she has helped them create a vision that got them back into motion. They experienced the empowerment, and support through critical times when the which actions to take need to produce successful outcomes and businesses.

If you are feeling frustrated or overwhelmed and need help with negative thoughts and beliefs as you show up for your business, consider accepting Archana's offer for a 1-hour consultation that will help you identify your blocks so you can learn to improve your experience and success.

### Life Is About Discovery

Archana offers a FREE 1-hour discovery consultation session for business owners who have noticed that their performance, motivation, and success has significantly decreased. Archana wants to help you move forward and achieve your desired outcomes.

When you participate in her complimentary discovery session, Archana will help you identify the root cause of the issue which produces belief, or experience and release that energy while installing renewed positive energy so you can take back control of your business and where you want it to be.

Book your appointment today and you will enter a safe space where you will be positively supported as you gain clarity and direction to what actions to take to meet your goals.

- 1. Keep energy high to leaders (as required to challenges).
- 2. Create clarity (save time to focus on needed goals).
- 3. Supports leader to build and maintain strong relationships.
- 4. Establishes a firm footing of the leader's sense of purpose.
- 5. Realigns the business plan.

### Benefits of Coaching

Learn More

**What Archana's Clients Are Saying**

"...broadens horizons under her tutelage..."  
Deborah P. Lufford, PhD, LMHC

"...I will not hesitate to recommend you..."  
Henry S. Donahue, Broker, CCIM, Donahue Realty, Inc.

"...recharge of my destiny with her help..."  
Dr. James S. Henry, Henry Strategic, LLC

"...I am now on my feet and thriving..."  
Andrew Jones, Jr., President, Handman and Light Remodeling, Inc.

"...your guidance has been invaluable..."  
Susan Friley - Realtor, CDPE, Keller Williams

"...she pushes me to the next best step..."  
Joanne Gonzalez

"If you want to grow your business, grow yourself."

Archana Patel  
Phone: 404-991-1111  
Atlanta, GA

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Home Ownership Is Possible!

Have you always wanted to own a home but don't believe it can happen for you? If you find yourself questioning whether homeownership is within your reach, we're here to challenge your doubts. Let us introduce you to a unique concept that breaks down the barriers standing between you and your dream of owning a home: **Cooperative Housing**.

Cooperative housing provides an opportunity for individuals like you, who are seeking affordable housing, to break free from the limitations imposed by the traditional real estate market. Forget about high credit scores and hefty down payments. Cooperative housing is built on the principles of collective ownership, self-sufficiency, self-determination, and community action. In many cases, it can empower you to take control of your housing future, regardless of your income or credit history.

Say goodbye to skyrocketing rental rates and feeling lost in the cracks of our society. It's time to unlock the door to homeownership and embrace a **New American Dream**—one where you and your community—working together—can have access to safe and affordable homeownership. Yes, with cooperative housing, this is realistically within your grasp. The power of this housing option uses the strength of you **and** your community working together.

Learn More

**What Communities Can Do When They Work Together**

**Purchase Land for Building**

Cooperative organizations can pool their money together and purchase land to build affordable homes.

**Purchase Buildings**

Working together, families can purchase existing buildings including the one they currently live in.

**Develop a New Community**

The power is in the numbers and large cooperatives have already developed whole communities.

**Save on of House**

Every family save families pay only mortgage and maintenance.

**Eatible Garden Ventures**

Many Co-op grow their own food, save on groceries and sell the surplus to the public for a profit.

**Build a Real Community**

Co-op members enjoy the fellowship of real neighbors who share not only their dollars but their lives.

**Have Their Voices Heard**

Co-op members have a voice because they are always invited to the decision-making table.

**Save on of House**

Cooperatives by housing for lower because of their shared resources.

**Want to Know More?**

The Cooperative Housing model is an upward trend. The demand for affordable housing is causing people to check out every option. Many Americans don't know that this type of housing exists. We have put together this **Frequently Asked Questions** document which we encourage you to download, review and discuss with your family.

Just like buying a traditional home, this is one of the most important decisions you may make in your life. After you have read it, if you would like to get more information about what we are doing as we help community groups create co-ops, use the button below to "Join the Conversation" and we will keep you informed. You can also reach out to us with your questions.

Join the Conversation

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We score Providers for a variety of child Services and Programs.

We provide scores for daycare Providers and other child programs such as tutoring, karate, gymnastics, music, dance, and swimming. Click on the image that represents the program you are interested in learning more about.

- Childcare
- Daycare
- Gymnastics
- Music
- Swimming
- Tutoring

**How It Works**

STEP 1: Select a membership option

STEP 2: Complete and submit Service Request form

STEP 3: Get immediate access to online database & Personal Assistant

**Parent Approved Certification**

At Parent Approved 4 KIDS, we want every parent needing to utilize a childcare or other Service Provider for any type of program to feel confident that the Provider they have selected has a history of achievement in delivering the best possible childcare and environments to ensure positive developmental outcomes and exceptional safety for children in their charge.

The Parent Approved 4 Kids Certification is our seal of approval indicating that a Provider meets or exceeds our high-quality standards for Child Care Providers in the United States. We use a proprietary system to measure four key performance areas: business practices, credentials, customer experience and safety - to determine if a Provider should receive our certification by aligning their performance with these criteria.

Our evaluation process requires each Service Provider to undergo a series of inspections which are made in our guidelines. In order for a Provider to maintain their Parent Approved 4 Kids Certification status, they must consistently operate within the boundaries of our standards.

Learn More

**How Our Services Make Your Life Easier**

We are an online community that specializes in connecting parents with high quality and accredited child service providers. We have extensive capabilities and experience in inspecting business processes and getting optimum results to assist you in identifying a safe environment for your children to learn and grow.

**Provider Background Check**

We do the work to help you make an informed decision when it comes time to select a service provider for your child. We take the time to conduct thorough background checks and assigned a Parent Approved Score.

**Provider Background Review**

We save you time in your search because every provider we recommend to you has gone through a stringent, thorough review process and assigned a Parent Approved Score.

**National Parent Approved Database Access**

As a member, you will have access to a private database that serves as a single point of information where you can view a list of Parent Approved and non-Parent Approved service providers in one secure place.

Learn More

**Read Our Blogs**

**5 Simple Steps To Teach Your Toddler Gratefulness**

It's possible to teach your toddler gratitude. When you speak about gratitude with toddlers, parents or other professionals look for ways to incorporate gratitude into their daily lives.

**How To Beat Mommy Guilt When You Have to Tell your Kids 'No'**

It's the most natural thing in the world when you're busy with your children and need to say "no" to them.

**I'm Embarrassed by My Crying Toddler What Do I Do?**

Have you noticed that your toddler tends to cry in public? It's only too common and it's almost inevitable as they explore the world.

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CELEBRATE LIFE

INSPIRATIONAL SPEAKER | CAPTIVATING POET  
CREATIVE AUTHOR | L.I.F.E.T.H.R.I.V.E.R.

Each and everyday you wake  
And you can open your eyes  
Go out and enjoy the beautiful pictures  
Our Father gives us daily outside

Welcome to my site. It is my hope that you will find words of inspiration for yourself or someone you love who is suffering, recovering or in remission of cancer. I am enjoying more than a decade of victorious living from breast cancer and I want to help women get through this challenging time with upbeat encouragement. No matter what is happening I believe that we all should celebrate life and dance in the rain. There will be tough days and brighter days on your journey, but you still have a life to live that's worth celebrating. I invite you to browse my website, share it and visit often as I am always uploading new and unique things that can uplift your spirit. Never stop celebrating life.

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# Typography

Dream  
Believe  
Love  
Share  
Thrive

**OUR GOD**  
Assigns His  
**TOUGHEST BATTLES**  
to His **STRONGEST SOLDIERS**  
He would never  
**PLACE His children**  
in **Danger**  
**HE KNOWS YOU WILL WIN!**

YOU DON'T GET WHAT YOU WANT  
you → **Get** WHO YOU ARE  
& who you are  
is based on  
**WHAT YOU**  
**KNOW**

**Jesus**  
THE SWEETEST NAME I KNOW

**ALL THINGS**  
are  
**Possible**  
FOR HE WHO MARK 9:23  
**Believes**

**GOD**  
is a subscription!  
SIGN UP  
once and get a  
**LIFETIME**  
MEMBERSHIP



# Typography

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IT'S THE  
**PRAYER**  
FOR ME



**GOD**  
Did It!



  
*Grateful*  


Purpose  
Driven



2024

Hello  
**SUNSHINE**



**GOD'S GOT YOU**



I WILL  
Instruct You  
and  
**TEACH YOU**  
IN THE WAY  
**YOU SHOULD GO**

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I WILL  
with **GUIDE YOU**  
**MY EYE**

Psalm 32:8

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# Thank you.

[AtlWebForce.com](http://AtlWebForce.com)

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2024

# Contact Me

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