

## Lindsey Naegle Consulting

After returning to university to study marketing after five years as a secretary, Lindsey Naegle then spent over 15 years in a variety of senior marketing posts with several blue-chip companies. Whilst with the last of these she was introduced to Internet marketing in its early days of commercialization – and when that job ended in redundancy she set up on her own as an e-commerce consultant.

In the last 12 years she has built her reputation in the 'online' industry, advising a number of global companies and writing for an online magazine. Her 'steady' income, however, comes from working with small to medium businesses (SMB) which is better suited to her 'hands-on' style.

Ms Naegle concentrates on a 'full-service' offering (this fits with the work for SMBs) rather than specializing on a distinct aspect of Internet marketing, though it is the case that in the last couple of years search engine optimization has taken up more and more of her time – reflecting its rise in popularity as organizations recognise its importance.

Although she is a regular attendee, and has presented, at conventions in the USA, 90% of Lindsey's income comes from the UK.

