Liquid Purple provides strategic website management and optimization for businesses that rely on their website to operate, grow, and stay competitive.

The work is led by an experienced web professional based in California, with more than three decades of hands-on experience across design, development, infrastructure, and ongoing site management.

Background and experience

Professional website work began in the mid-1990s, alongside a background in commercial graphic design and art direction. That foundation shaped a strong understanding of layout, typography, media handling, and production standards—skills that still matter in modern web environments.

Early in the career, the role expanded into IT leadership: building and maintaining servers, networking departments, introducing shared systems, remote access, and operational tools that supported real business workflows. This combination of design, technical, and infrastructure experience continues to inform how websites are planned and managed today.

Since then, hundreds of organizations have been helped to repair, stabilize, and improve their websites—often after years of piecemeal development, neglect, or unclear ownership.

If you are an existing client, please submit a service request **to reach the technical support department. If we've already worked together, please** register for a FREE account **on this website to access the client-only area.**

If you would like to contact us for any reason, please complete the form below and we will respond as soon as possible.

Our Work Methodology

Websites are treated as systems, not one-off projects. The focus is on understanding constraints, explaining options clearly, and making changes that hold up over time.

The philosophy is simple: be direct, give honest assessments—even when the news isn't ideal—and do the work correctly so it doesn't need to be undone later. Tools and automation are useful, but judgment and experience guide decisions.

The goal is not to sell services, but to make sure a website genuinely supports the business behind it.

How website work stays organized, predictable, and effective

Work is handled through a structured process designed to keep the website healthy and improving over time. Instead of reacting to scattered requests, effort stays focused on a shared action plan that evolves as goals and priorities change.

The workflow

- **Baseline and context.** The website is reviewed to understand the current state, constraints, and highest-impact opportunities.
- **Action plan and priorities.** Work is organized into a clear list tied to performance, visibility, conversions, and business needs.
- **Execution during the month.** Included time is applied to the highest-impact items on the plan so progress stays deliberate and measurable.
- **Review and refine.** Completed work is summarized, results are evaluated, and the next priorities are set for the following cycle.

How requests are handled

- **Support requests.** Work requests are submitted through the support system so nothing is lost and everything stays trackable.
- **Scoped and scheduled.** Each request is reviewed and placed appropriately: into the action plan, into additional time, or into rush service if truly urgent.
- **Clear outcomes.** The goal is fewer surprises and better decisions—work is completed correctly, documented, and aligned with long-term impact.

How goals are monitored

Technical choices are explained in plain language, including options, tradeoffs, risks, and cost

implications. Final decisions always remain with the client, but recommendations are guided by long-term outcomes—performance, search visibility, maintainability, and conversion impact.

The goal is simple: a website that stays healthy, improves consistently, and supports the business without requiring constant attention.