

# McCord Web Services LLC

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## *Beryl Level Blog Writing Samples*

We have listed below several sample blog posts to illustrate the amount of content and quality of writing that you will receive with our Beryl level. Typically posts will be 390 to about 400 words in length.

### *Example One*

#### **Hi-Tech GPS Tracking: Food Delivery Service Enables You to Track Your Caviar Delivery**

Foodies love to talk about where their food comes from. Now it's getting easier to track it all the way to your front door, as a San Francisco tech startup has brought GPS tracking into the world of food delivery.

TryCaviar.com, which has spread to eight metro areas thus far, offers customers the ability to follow restaurant orders in real-time. While the old "30 minutes or less" shtick went out the window long ago, TryCaviar figures that hungry people will deeply appreciate knowing exactly when their food will be delivered.

The food is guaranteed to be primo as well. TryCaviar hand-selects interested restaurants for inclusion in the service. Only those with strong reviews and gourmet menus make the cut. In New York, for example, TryCaviar delivers food from Momofuku restaurants that are otherwise unavailable for delivery.

#### **Simple Ordering Advanced Features...**

TryCaviar functions quite similarly to other online ordering services such as Seamless or Delivery.com. The site only requires a ZIP code to begin browsing the available restaurants. Pick your kitchen, click what you want, and pay by credit card. TryCaviar aims to set itself apart with the quality of restaurants and features offered.

The inclusion of GPS tracking offers an excellent touch for customers tired of playing a guessing game with online food orders. The wait times can be longer than a typical pizza chain's times — in most areas, wait times average 50 to 70 minutes — but the real-time tracking lets you relax during the wait and prepare to receive the order when the courier gets close.

That's right; your food gets delivered by a professional courier. Instead of hoping that your dumplings make it safely on the back of a bicycle, ordering through TryCaviar ostensibly means more of a "white glove" level of service with pinpoint details on the whereabouts of the driver.

In addition to the GPS tracking, customers get other fancy features: advance orders up to six days ahead of time, a waived delivery fee for first-time orders, and a delivery range that generally exceeds what other ordering services offer.

Of all the things being tracked by GPS, why TryCaviar? Talk to us if you want to explore how GPSTrackIt can revolutionize your own industry.

*Example Two*

**Even Santa Uses GPS Track It to Protect His Sleigh!**

Few people know just how close we came to holiday disaster last December. The media kept the event hush-hush for the sake of the children. Today the time has come to share the story with the world so we can learn from the past and avoid another crisis in the future.

The evening of December 24 began much like it had every other year. Santa and his reindeer were joyfully making their rounds, delivering gifts to the homes of good little boys and girls. But midway through the evening, something happened that put the holiday tradition in serious jeopardy.

Some mischievous kids who were up well past their bedtime spotted Santa's sleigh on a neighboring roof during one of his stops. They quickly shimmied up a nearby tree and made off with the sleigh and remaining gifts, laughing all the way.

Santa emerged from the chimney to the devastating sight of an empty rooftop. The culprits were gone without a trace, so Santa didn't have the slightest clue of where to begin searching. What was he going to do about all the deliveries yet to be made? The thought of those disappointed little faces was more than he could bear.

Fortunately, Santa's faithful elves stepped up to the challenge. They quickly loaded the back-up sleigh with gifts and sped off to the next homes on the schedule. Thanks to their efficient response, the deliveries were completed just before the sun began peeking across the horizon with few people any the wiser.

Of course, Santa knew all too well how badly the night could have ended. After some serious reflection, he realized that Rudolph's red nose was no longer a sufficient security measure. It was time to put away the old-school methods and embrace 21st-century technology.

This year Santa's sleigh is equipped with a state-of-the-art GPSTrackIt system. The elves can easily monitor his real-time progress back at North Pole Central, receiving immediate notification if someone tries to tamper with the sleigh or its contents. The geo-fencing feature is also useful to avoid the homes of last year's thieves and others on the "bad" list.

Don't let disaster befall your vehicles any time of the year. Take a page from Santa's playbook and let GPSTrackIt provide a full-service solution for your fleet management needs.

*Example Three*

**Fight the Stereotype Find Out the Top Things That Make Customers Wary of Car Salesmen**

You have no doubt heard all the jokes about car salesmen. Maybe you even tell a few of the best ones yourself. But it's no laughing matter when customers take the stereotype seriously, making them reluctant to enter your showroom.

Certainly there are some untrustworthy car salesmen working today, just as there are in every occupation. Demonstrating a sincere interest in your customer and his needs is the best way to fight this damaging perception.

What are some of the specific behaviors that make people shy away from dealerships? Use these car sales tips based on customer fears to identify “hot-button” areas where you and your staff can improve.

- **“Discussing monthly payments instead of total cost means they’re hiding something.”** Most people have a budget in mind when car shopping. Putting the emphasis on monthly payments is a way to disguise add-ons and get a customer into a bigger expense than they can handle.
- **“Salespeople ‘negotiate’ using a lot of double-talk that really means nothing.”** Thanks to the Internet, car shoppers are far savvier than they’ve ever been. They learn about the “four-square” method and other techniques that make it look like they’re getting a deal when they’re not.
- **“I’ll get cheated on my trade-in.”** Salesmen usually know up front how much money they are willing to spend on a trade-in. However, in an effort to devalue the vehicle in the customer’s eyes they will point out every small flaw, whether it’s relevant or not.
- **“They want to nickel-and-dime me by loading the car with non-factory options that I don’t need or want.”** Educated consumers also know that after-market add-ons purchased through the dealership are going to cost far more than they will elsewhere.

Repeat and referral business is a gold mine for car salesman. Incorporate these car sales tips to build a trusting relationship that will lead to loyal customers.

Another way to serve customers is to increase the number of loans and offer lower rates. Our Next Generation GPS platform reduces risk and overall costs, allowing you to be more responsive to customer needs. Visit our website for more information.

#### *Example Four*

#### **Tips on Explaining a Parent’s Addiction to Kids**

If you or your spouse is dealing with a substance addiction problem, informing your children is a difficult but necessary task. The explanation often falls to the non-addicted parent, but whether it’s handled by one or both of you, it’s important to plan your discussion carefully.

#### ***Be Honest***

No matter how well-intentioned the idea, attempting to shield them from the truth does more harm than good. According to **Gabor Mate**, an addiction specialist and author, your job is to “help the children endure pain, not protect them from it.” Discussion gives children a chance to vent their feelings, defusing any negative emotions.

### ***Share the Seven C's***

It's hard enough for adults to understand the nature of addiction. For children, it's easy for them to internalize the problem and blame themselves or their behavior for causing a parent's problem.

The National Association for Children of Alcoholics (NACoA) has created an affirmation that provides a simple and effective way for kids to be proactive about maintaining their confidence and self-esteem. Here's what they recommend for kids to take to heart:

- "I didn't *cause* it.
- I can't *cure* it.
- I can't *control* it.
- I can take *care* of myself by
- *Communicating* my feelings,
- Making healthy *choices*, and
- *Celebrating* me."

### ***Provide Outside Support***

There's no question that substance addiction affects all members of the family. Just as you or your spouse need help for treatment, your children will also benefit from having additional sources of support.

They may actually feel more comfortable discussing their concerns with a teacher, counselor or other sympathetic, nonjudgmental figure. Groups such as NACoA, Al-Anon and Alateen can be helpful in showing kids that they're not alone.

The sooner you explain addiction to your kids, the sooner all of you will be able to begin the process of healing. Our treatment programs at Transitions Recovery in Miami include both group and individual resources for families. If you're in New Jersey, call 800.626.1980 to learn more about how we can help all of you recover.

### ***Example Five***

#### **Mice in Your House: More Than a Nuisance, They Carry Diseases**

Mice may seem cute and cuddly when they're in a high school biology classroom, or even somewhat heroic when they serve as subjects for medical research. The truth is that mice running around as Beaufort County SC winter pests are far more likely to carry diseases than cure them.

Don't let these small but dangerous critters put your family's health at risk. Let our Beaufort County SC winter pest control professionals explain what you need to know about mice and how to prevent the destruction they leave in their wake.

#### **Physical Characteristics of Mice**

House mice can be recognized by their slightly pointed noses and dark, protruding eyes. Their color is best described as grayish-brown, and their hairless tails feature visible scale rings. Even full-grown adult mice weigh less than one ounce on average.

### **How Mice Reproduce**

Mice breed primarily in spring and fall. Litters consisting of five or six babies are born approximately 21 days after mating. The young grow rapidly, usually able to travel from the nest and eat solid food at three weeks, which is why the winter months are prime time for spotting mice.

### **Behavioral Habits of Mice**

- Mice tend to be nocturnal, which isn't a problem because, like the creatures in the nursery rhyme, they're nearly blind. Their other senses are much sharper to compensate for their lack of vision.
- While mice are curious about their environment and have little fear of new objects, they usually travel in a limited area no more than 30 feet in diameter.
- Seeds and grains make up the preferred diet of mice, but they're not fussy eaters and they'll nibble on just about any type of food they come across. Mice sometimes favor "junk food" that is high in fat, protein and sugar, such as bacon or chocolate candy.
- Most animals can't survive without water, but mice can subsist on the moisture content in their food when free water isn't available. Inadequate water intake can reduce their breeding potential.
- A mouse's small size makes it easy to gain entry into houses and buildings through tiny openings that may not even be immediately visible to the eye. In addition, they have excellent gnawing, jumping, climbing and swimming skills, allowing them to navigate a wide range of entry points.

### **Signs of a Mouse Infestation**

Since the behavior of mice can limit the opportunity for actual sightings, you should be alert to other signs of their presence:

- Urine and droppings are some of the more common signs, although it's often hard to distinguish between mouse droppings and insect droppings.
- Mice control their constantly growing teeth by gnawing on wood and other hard surfaces. Gnawed material and teeth marks are clear evidence of mice activity.

### **Disease and Damage Potential**

Left unchecked, mice can cause structural damage to wood, insulation and other building materials. Gnawing can also result in secondary damage when chewed-up wiring leads to short circuits and fires.

A more serious concern is disease that can be transmitted to humans and other animals by these Beaufort County SC winter pests. Both mice and the parasites they harbor can be carriers of salmonella, rat-bite fever, Hantavirus, typhus, ringworm and pox.

### **Island Pest Control: Your #1 Choice for Beaufort County SC Winter Pest Control**

Mice are not protected by law, but their habits make successful DIY elimination difficult. Their size, limited range of movement and little need for free water can keep them out of conventional traps.

In addition to being state licensed, all technicians at our locally-owned company are graduates of Purdue University's Pest Control Technology Program. This training makes them exceptionally qualified to detect and eliminate the toughest infestations of mice and other Beaufort County SC winter pests.

At Island Pest Control, we're not satisfied until you're satisfied. Contact us to schedule a free indoor and outdoor 58-point inspection.

**Want to see more samples?**

Just ask us to see more samples and we'll send you links to other sites where we are blogging at the Beryl Level.