

**Client:** XC Consulting

**Content:** Website Copy (XA-XAV-1)

## About This Sample of Work

The full website revamp project for XC Consulting included:

**Research.** Augmental performed a review of information and resources provided by the Client; interviews with the Client's subject matter experts; a review of case study companies; and coordination with the Client's designer.

**Site architecture.** In partnership with D.Hill Design, Augmental planned and recommended the webpages for the website and advised how these pages should work together to achieve the client's goals.

**Content writing and revision.** Augmental produced website copy in Microsoft Word format for the list of webpages below:

- Navigational labels (global links at top of website)
- Home
- About
- Blog (introductory copy and recommendations)
- Services
- Four case studies
- Contact (introductory copy and recommendations)
- Post-purchase page (after a client subscribes to services)

The sample includes the navigational labels, "Home" page, and "About" page.

**Page:** Navigational Labels

**URL:** N/A

**Title Tag:** N/A

**Meta Description:** N/A

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These are the website's current navigational labels:

HOME    SERVICES    CASE STUDIES    ABOUT    BLOG    HIRE XAVIER

These would be the new ones:

SERVICES    SUCCESS STORIES    ABOUT    RESOURCES    SCHEDULE A CALL

Details:

- Eliminate "HOME". The designer can make it so that users can reach the homepage by clicking the company's logo.
- Relabel "CASE STUDIES" as something more appealing. Xavier proposes Success Stories. If necessary for design, you might shorten it to "Successes", which I proposed originally.
- Change "BLOG" to "RESOURCES" so that section can include the blog, videos, and other resources.
- Change "HIRE XAVIER" to "SCHEDULE A CALL" since the way to hire Xavier will be through the Services / Pricing pages.
- About the "Pricing" webpage: your website designer and I discussed the advantages / disadvantages of including "Pricing" in the main navigation along with "Services." While I'm comfortable with both options, I lean towards not including "Pricing" in the main navigation. Here's why:
  - We want to make it easy for users to know where to go first.
  - We don't want users to review pricing before they check out the homepage and services.
  - We can feature links to "Pricing" prominently on the "Services" webpage.

**Page:** Home

**URL:** <https://www.xavierchang.com/>

**Title Tag:** Business Process Consultant Xavier Chang | XC Consulting

**Meta Description:** Always know your employees are doing the job right with a clear business process. Xavier Chang creates the documentation, tools, and training companies need.

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## **Your employees aren't birds. They shouldn't be winging it.\***

Always know the job's being done right with

### **A Clear Business Process**

Train workers faster.

Keep employees accountable.

Stay effective even when key people leave.

<<Get the business process your company needs<<services>>

\*If your employees are birds, please send photos. That's pretty impressive.

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## **Meet Xavier Chang**

If your company isn't running smoothly even as it grows, now is the time to make important changes.

I work directly with leaders of businesses that have \$10 million to \$100 million in revenue. They don't have time to analyze every step in their operations, but they know their employees need a better process.

Leverage my experience as a business owner, team lead, and management consultant, and let's improve the way your company works.

<<Learn more about Xavier<</about>>

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**"Xavier helped drive over \$1 million in new revenue to our company. Hiring him was one of the best decisions of my career."**

- Bryan Oakley, Partner, Signs of Justice

"Our e-commerce company saw a 3,000% surge in demand virtually overnight. It was more than we were built to handle. We hired Xavier to help us ramp up and solve problems . . . His efforts had a huge impact on our bottom line, and I cannot imagine how we could have survived this rapid growth without him."

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## **Run your business without it outrunning you.**

Every day, it's becoming clearer that your company could be doing so much better.

Even with revenue over \$10 million, the business has grown too fast or come too far relying on people "just knowing" how to do their jobs.

It's not working anymore. Here are some possible reasons why.

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***You don't have time to scrutinize every process that your employees use.***

As your company's leader, you don't have the bandwidth to go through hundreds of documents, emails, and interviews.

Or to transform this research into a clear definition of tasks, roles, and deadlines.

Or to keep this business process updated so that everyone always has access to answers.

You know you need systemic improvement.

How are you going to find the time, and where are you supposed to start?

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***Your company has one point of failure.***

"Joan," your key employee, knows everything vital to running the company. What if she finally decides to retire to that ocean-view house in Costa Rica? If she leaves, no one will be ready to do what she does.

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***The information that employees need is too hard to find.***

To do their jobs right, workers have to sift through old documents, emails, and outdated wikis so they can complete basic tasks. It's a painstaking, time-wasting process.

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***Employees aren't taking responsibility.***

As your team grows, job roles are becoming less clear. Everyone points at someone else when you ask who's handling a given process, and things are falling through the cracks.

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***New employees take too long to become effective.***

Junior staff members lack clear direction. They're not being properly trained, they don't know their jobs well enough, and the time it takes for them to gain skills is costing the company

money.

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**"We strongly recommend Xavier to any company looking to build and improve its internal operations."**

– Dor Bocian, CEO, Extropy Advisors

"Xavier quickly learned our tools and work methods, adjusted himself to support our internal team members, and delivered value-add manuals."

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**The real problem: your company doesn't have clear business processes.**

**If you had the right documentation and a way to share it, your company could...**

**Ensure continuity of service for your customers.**

Let "Joan," your key employee, follow her dreams of retirement. When she leaves, the rest of your team will have the information it needs to support customers and keep the business running.

**Complete projects faster and more effectively.**

Transform the tangle of documents, emails, and unwritten rules into an easy-to-access, simple-to-use resource. When employees aren't certain how to do something, they can find the answers quickly and finish the job faster.

**Always know who is accountable.**

A well-defined business process establishes tasks, responsible employees, and managers who will oversee their completion. It acts like a checklist to keep projects on track and gives owners insight into opportunities and threats.

## Quickly train and better retain new talent.

Proper documentation helps new employees learn their jobs faster and complete their work more efficiently. Give team members the resources to succeed, and keep turnover from disrupting your business.

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*Let's make the changes your company needs -- so you know the job's being done right.*

**<<Get Your Business Processes Documented<<services>>**

*100% money-back guarantee. Secure online checkout. Cancel anytime.*

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**"Xavier is a fantastic 'thought partner' who delivers work on time, communicates effectively, and does it all with a smile."**

– Claire Holmes, Project Manager, Mountaintop Consulting

"Xavier has been a great resource to our consulting firm. His ability to see both the big picture and translate that into the necessary details has been instrumental to our success of our 'process mapping' project."

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## Featured Case Study

{Pull copy from meta description of case study, included in the pages to follow.}

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## Resources

{Maybe integrate a few recent blog posts here. Also link to the main /resources url.}

## Schedule a Discovery Call

{Contact Webform}

{If we need copy here, we can use this: Talk with Xavier Chang about defining and improving your company's business process.}

{FOOTER GOES HERE}



**Page:** About

**URL:** <https://www.xavierchang.com/about>

**Title Tag:** About Xavier Chang | XC Consulting

**Meta Description:** Xavier Chang is the founder of XC Consulting. As a business process expert, he helps companies improve efficiency, reduce risk, and keep employees accountable.

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## About Xavier Chang

As an experienced business process consultant, I give company leaders confidence that their employees are doing their jobs the right way.

Owners and CEOs hire me to define and document their processes. Their goals are to:

- Clarify job responsibilities so that workers perform and take ownership for every task.
- Prepare their company in case key employees leave, taking essential knowledge with them.
- Train new hires more quickly with the resources and guidance they need.

I work with leaders of companies that have \$10 million to \$100 million in revenue. My clients don't have time to analyze every step in their business process on their own, but they know their employees need a better approach.

That's what I provide to them.

## Why I Do It

I believe in the positive impact that an effective process can have on everyone in an organization. No one should be left without the resources to do his or her job effectively.

Years ago, I was an in-house business analyst for a big corporation. I went two weeks without a laptop, direction in my job responsibilities, or a colleague to show me the way things were supposed to be done.

I stuck with it, but when I eventually became a team manager, I wanted other new hires to have the support I didn't receive. That meant establishing clear processes so everyone could be successful.

I launched the company's first on-boarding program, complete with peer-led training sessions and operations site visits. Other marketing and sales departments within the business would go

on to adopt the on-boarding program, improving the speed and quality of training for their new employees.

I founded XC Consulting to achieve this type of broad-scale improvement in other organizations. My goal is for business leaders to know that the job's being done right, offering resources that train workers faster, keep employees accountable, and maintain continuity.

## Experience

- More than 10 years of work in business analysis, project management, and management consulting.
- Projects focused on operational excellence, performance improvement, and post-acquisition integration.
- Built processes and systems for companies in a wide range of industries, from market research to tourism and from management consulting to e-commerce.

Please see [my LinkedIn profile](#) for an overview of my career.

## Approach

### ***Take a business owner's perspective.***

Based on my experience as an owner and in managing a team of employees, I understand the goals and challenges that company leaders face.

The solutions I offer focus on systemic, meaningful, and lasting improvement.

### ***Invest in the relationship.***

Trust is paramount: I listen carefully to understand the human side of the business I'm serving.

I work to educate and inform clients, am honest in what I see and what I recommend, and remain personally committed to my client's success.

### ***Handle all aspects of the project directly.***

As a consultant, I stay accessible to clients and serve as their single point of contact. I support companies that want an individual expert to solve their problems -- not a gigantic multinational consulting firm with a revolving door of analysts.



I am dedicated to keeping quality at a consistently high level with deliverables that come directly from me.

## **Personal**

Outside of work, I enjoy spending time with my family, camping, and going on adventures with my girlfriend. Recently, I've been upping my skill level in the kitchen by planning and cooking elaborate meals. In my next home, I would love to get more counter space for prep work and have the ability to cook with natural gas.

**Get to know me better, and learn more about <<what I can do for your business>>services>>.**