

*Creating*

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**WITH THE END IN MIND**

**AD** HD

art + design x hand + digital



**DYNAMIC VISUALS FOR THE WEB AND PRINT**

DYNAMIC VISUALS FOR THE WEB AND PRINT

## ABOUT A.D. COOK

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*Classic motorcycle art.*

**Your art is a reflection of your dreams, stories and memories.**

.....

We love beautiful cars and American motorcycles. They move us and inspire us as artists to create special artworks that remind us of freedom and passion for the open road.

Here, epic artwork illusions of chrome and steel come to life on canvas and metal.

Enjoy our fantastic selection of original motorcycle artworks and automotive creations including original oil and acrylic

3 . 2 . 1  
**DREAM**

to

**LAUNCH**

Your Countdown To Success

A.D. COOK and BETI KRISTOF

SO . . .

**DO YOU LOVE IT?**

**WHY?**



# 500 THOUSAND+

Almost every minute, 380+ new websites go online.

<https://www.quora.com/How-many-new-websites-are-created-each-day-in-2019>

# 1.5 BILLION

<https://www.millforbusiness.com/how-many-websites-are-there/>

**WHO IS IT FOR?**



NEVADA  
**BEER**

*Quest*<sup>TM</sup>

**FREE**



*INSIDE*

*BEER*



**IF YOU BUILD IT**

# ...HE WILL COME | NOT

- ▶ Who Is He, Anyway?
- ▶ 20th Century Fox Spent Millions to Promote the **Field of Dreams** Movie (1989)
- ▶ And That was Five Years Before the Internet and Social Media Even Became Mainstream



**HOW I SEE THE INTERNET**



**THE BIG GOAL**

# A NUMBERS GAME



AN  
ESSENTIAL  
ASPECT OF  
CREATIVITY  
IS NOT BEING  
AFRAID TO  
FAIL.

**CREATE AN  
AWESOME SITE**



NBQ ARCHIVE

ARTICLES

FIND A BEER

EVENTS CALENDAR

COMMUNITY

ADVERTISE

SHOP



**CRAFT BEER NEWS + GREAT CRAFT BREWS**



Discover Nevada's Craft Beers, Artisan Imports, and the Places to Enjoy Them

**SET GOALS**

# THE 3 BIG QUESTIONS YOUR SITE MUST ANSWER

- ▶ Who Are You?
- ▶ What Do You Do?
- ▶ What's In It For Me?



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**CONTENT IS KING**



NBQ ARCHIVE

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## FRESHLY CRAFTED ARTICLES



### Ryan Reaves Delights Fans with Meet & Greet and His 7FIVE Training Day Golden Ale

By Bob Barnes | Categories: LAS VEGAS | Tags: Event



### 100 Great Beer Destinations

By Buzz | Categories: CRAFT BEER + EATS, FEATURED, NEVADA ATTRACTIONS

From Sin City and the Las Vegas Strip, to the Biggest Little City in the World, the Silver State is Experiencing a Liquid Gold Rush! This is an exciting time for Nevada's craft beer lovers. New breweries with beautiful [...]

[Read More >](#)



### Mark Your Calendars for These Beer-worthy Events

By Bob Barnes | Categories: NEWS DESK | Tags: Craft Beer, Henderson, Las Vegas

Hofbräuhaus Las Vegas, an authentic replica of the iconic Munich beerhall, is always THE place to celebrate Oktoberfest on this

**GREAT SEO**

## NevadaBeerQuest.com ALEXA RANKING

1. 04/24/19 - Site Live Date - WIP
2. 04/25/19 - 10,787,787
3. 04/26/19 - 6,280,938
4. 04/27/19 - 6,280,938
5. 04/28/19 - 4,422,273
6. 04/29/19 - 3,511,984
7. 04/30/19 - 3,021,711 - US 296,353
8. 05/01/19 - 3,021,324 - US 291,842
9. 05/02/19 - 2,998,212 - US 291,521
10. 05/03/19 - 3,002,076 - US 291,292
11. 05/04/19 - 2,641,595 - US 255,182
12. 05/05/19 - 2,639,189 - US 253,508
13. 05/06/19 - 2,637,349 - US 252,450
14. 05/07/19 - 2,405,958 - US 229,281
15. 05/08/19 - 2,219,210 - US 210,441
16. 05/09/19 - 2,219,210 - US 210,441
17. 05/10/19 - 2,068,000 - US 199,500

120. 08/21/19 - 160,374 - US 20,079  
121. 08/22/19 - 158,997 - US 20,446  
122. 08/23/19 - 157,511 - US 19,903  
123. 08/24/19 - 155,731 - US 19,788  
124. 08/25/19 - 152,710 - US 19,377  
125. 08/26/19 - 149,217 - US 18,929  
126. 08/27/19 - 148,141 - US 19,020  
127. 08/28/19 - 146,495 - US 19,659  
128. 08/29/19 - 144,960 - US 20,220  
129. 08/30/19 - 140,347 - US 19,481  
130. 08/31/19 - 138,255 - US 19,351  
131. 09/01/19 - 135,643 - US 19,018  
132. 09/02/19 - 131,452 - US 18,043  
133. 09/03/19 - 128,083 - US 17,408  
134. 09/04/19 - 127,128 - US 17,135  
135. 09/05/19 - 125,817 - US 16,821  
136. 09/06/19 - 123,757 - US 16,547  
137. 09/07/19 - 122,815 - US 16,536

**SO WHAT?**

## WHAT DOES THAT MEAN AND WHY DO I CARE?

**Alexa rank** is a measure of website popularity. It ranks millions of websites in order of popularity, with an **Alexa Rank** of 1 being the most popular. **Alexa rank** is calculated using a proprietary methodology that combines a site's estimated traffic and visitor engagement over the past three months. (*source: Alexa*)

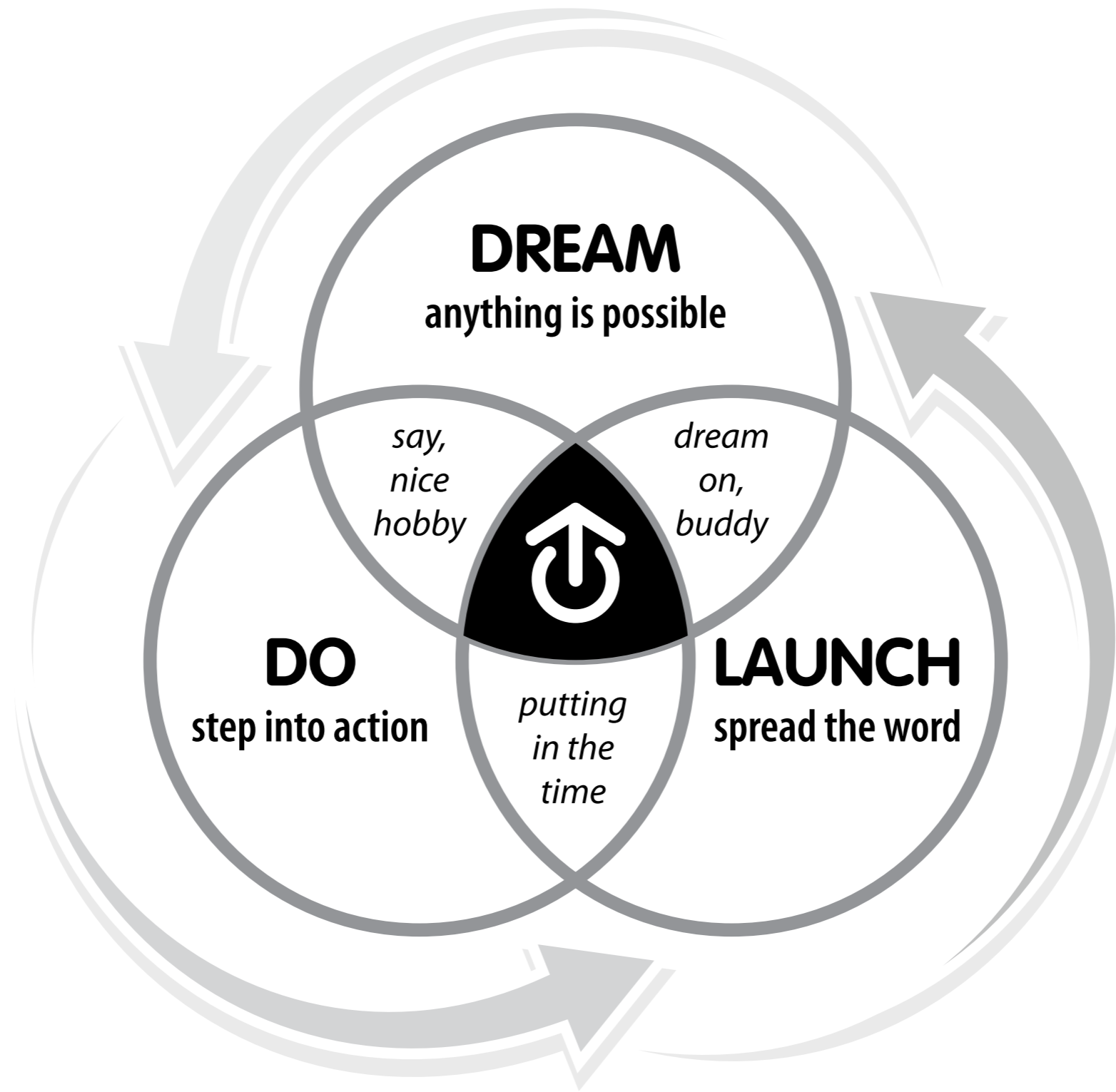
What this means to you is, as we drive measurable traffic to our site, we can create more awareness of you, our advertiser.

**ROI**



**HOW?**

**DREAM DO LAUNCH**



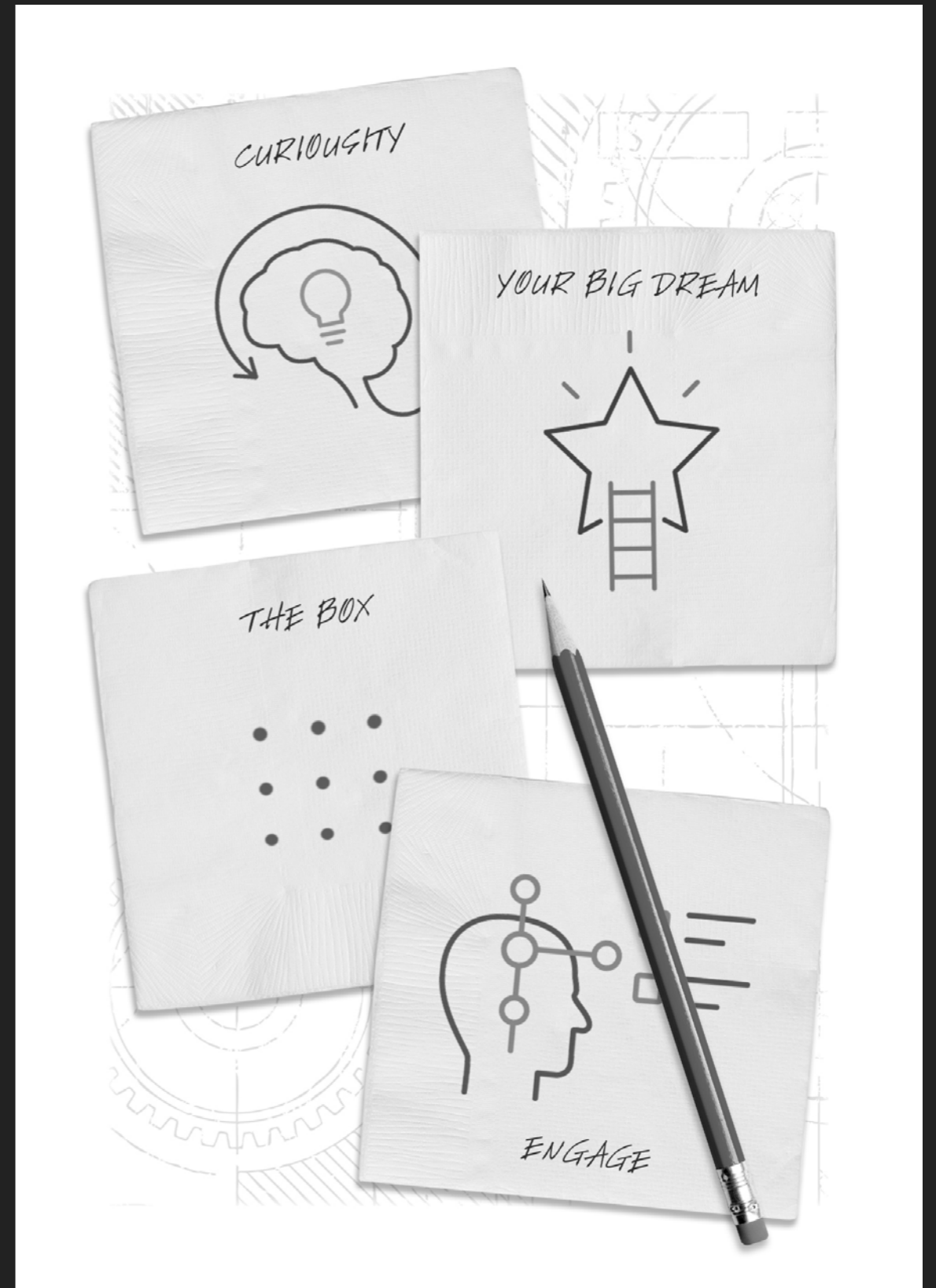
**HOW I SEE THE INTERNET**

## DREAM

- ▶ **DREAM** > Concept / Engage / Develop
- ▶ **DO** > Research / Mind Map / Action
- ▶ **LAUNCH** > Your Hero / Your Story /  
Momentum

# DREAM

- ▶ IMAGINE IT FINISHED
- ▶ LOOK AT THE COMPETITION
- ▶ BE AUTHENTIC



DO

- ▶ DESIGN
- ▶ OUTSOURCE
- ▶ BUILD IT



# LAUNCH

- ▶ YOUR AVATAR
- ▶ YOUR HERO / YOUR STORY
- ▶ LAUNCH



**REPEAT**



**NEVER EVER STOP**

**EVER**





**A.D. COOK**

**[NVBeerQuest.com](http://NVBeerQuest.com)**

**[DreamToLaunch.com](http://DreamToLaunch.com)**

# A.D. COOK

@ADCookArt

@DreamToLaunch

@NVBeerQuest

I'll Be Back. Cheers!

