



FOR IMMEDIATE RELEASE

Cheshire, CT April 15 (Press Release) – Search marketing agency, Hochman Consultants, announces the addition of Consultant, Kim Krause Berg, owner of Creative Vision Web Consulting, LLC, of Quakertown, PA, to its digital marketing and web site development team.

Kim Krause Berg is a website usability and accessibility consultant specializing in website testing, meeting website ADA legal compliance and standards, usability and conversions website audits and business requirements support. Her career spans over twenty years and includes search engine marketing, online community management, software QA testing, speaking and training.

"Joining Hochman Consultants as a Consultant is the perfect opportunity for me to assist individuals, startups and small to medium businesses that want a well built, competitive, standards compliant website. It takes a team to build an online business and partnering with Hochman Consultants provides me with highly skilled professionals with the same passion I have for small businesses. Combining our talents creates a win-win for clients wishing to hire one full service agency committed to their success year after year," states Ms. Berg.

She will be responsible for developing new usability and accessibility services geared towards small and medium businesses wishing to meet today's fast paced competitive, technical, legal, mobile and inclusive design guidelines and requirements, while maintaining the existing customer oriented, friendly culture Hochman Consultants are known for.

Hochman Consultants, a well-known provider of workshops and training, will expand client education and industry support through the development of new educational opportunities for clients and from their new website, presently in development.

Senior Consultant, Jonathan Hochman, describes the addition to his staff as a positive step for clients expecting expert support or wishing to explore new growth opportunities for their online business. "Kim's vision has long aligned with ours. The focus of SEO should be to make websites better so that they produce more value. We look forward to Kim helping small enterprises compete online. The market continues to evolve with increasing demands for website security, mobile optimization, ADA compliance and ease of use. Kim's skills will help us address these critical needs for our clients."

## **About Creative Vision Web Consulting, LLC**

Kim Krause Berg owns ***Creative Vision Web Consulting, LLC***, ([creativevisionwebsiteconsulting.com](http://creativevisionwebsiteconsulting.com)) providing usability consulting services that take advantage of her extensive experience. She launched her first website, [Cre8pc.com](http://Cre8pc.com) (decommissioned), in 1996 as a search engine optimization teaching site. In 1998, she founded [Cre8siteforums](http://Cre8siteforums.com), the first forums to discuss usability and accessibility topics. It was closed May 25, 2018. She taught Basic Website Usability at the Search Engine College for 12 years. Her combined work experience in software testing, internet marketing, human factors, accessibility, information architecture and web design is rare. Kim is a columnist, speaker, trainer, photographer and has conducted video interviews for her local clients.

## **About Hochman Consultants**

Hochman Consultants ([hochmanconsultants.com](http://hochmanconsultants.com)) was established in 2004 as a boutique search marketing agency. Founded by Jonathan Hochman, both he and Senior Consultant, Robert M. Jackson, help small businesses better leverage the opportunities that the internet provides. Their experienced staff helps clients increase sales, save money and reduce risk through a wide range of digital marketing services, current web design and legal standards and educational support. The company provides exceptional customer focused digital support by esteemed consultants with a wide range of skills and work experience.

### **For additional information:**

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