

Google optimization for freight forwarders

What companies are asking every day:

"What can I do to improve the find ability in search engines and presented in an orderly fashion? "

Number 1 on Google is now possible!



van der meer advies
voor transport en logistiek

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www.vandermeer-advies.nl

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My solution for your top 5 ranking

I have a great experience with web design and trucking companies. I have worked for many years successfully in both areas. In addition, I have developed a unique method to get to each site (certainly in the field of forwarding and road transport) a much better place in the Google ranking.

Secret formula Google

Of course, the method and all the details are part of my intellect and not public property. But I can report that it is not an easy job. You really have to invest some work and sometimes trial and error is a part of the solution.

How do I optimize your website for Google?

Google will index words that appear on your pages and will the search results will be based on that. But if searched words are not found or insufficient present in your pages, you will not even appear in the search results.

Thus, we begin by determining the keywords. Here where my experience in transport comes in handy. I know your world and know how your customers search.

Then we change all of the HTML pages and text technology, and very likely we will add many new pages.

We use Google Webmaster Tools to ensure that all pages of your site will be indexed on the right way.

A great opportunity for you as an entrepreneur

Many trucking companies, also some of the large ones, do not have Google optimized websites and thus hard to find on internet. Research has already proven this.

You really can get the number 1 position with my help in a few months and welcome new customers soon.

Already successful on Internet

www.holtrop-vandervlist.nl
www.vandermeer-advies.nl
www.spedition-logistik-beratung.de
www.tender-consultancy.com
www.vdwerff.nl
www.vandermeer-tuinen.nl
www.oenema.nl



Curriculum vitae

English

(Summary)

Family name / First name	Van der Meer, Bouwe Fedde
Address	De Line 16, 8411 TV Jubbega
Telephone	Cell: ++31 6 46 84 23 31
Nationalities	Dutch
Birthdate	09-06-1970
Gender	Male
E-mailadres	info@vandermeer-advies.nl
Websites	www.vandermeer-advies.nl www.spedition-logistik-beratung.de www.tender-consultancy.com

ICT	Large international implementation projects with Oracle and MFG/PRO, CRM sales systems, warehouse ERP systems, GPS vehicle tracking, Transport Management Systems (TMS), 10 self-developed, HTML and PHP websites, MS Access applications, SQL programmer, Computer hardware expert.
Software solutions	
Sales	International sales experience with Holtrop van der Vlist (3 jr), Oenema Transport (3 jr), Van der Werff logistics (5 jr). Specialty: new business.
Marketing	Betonindustrie Veendam, completely new marketing program for all products, including folders and new names. 10 self-developed new websites, CRM database for newsletters, google optimization tool. Most tools used in multiple companies.
Technical knowledge	All companies I used vehicle management technology from bumper to bumper, maintenance and repair. Experience in sales and transport equipment or production equipment. Knowledge of production systems in concrete plants (mixers, hydraulic presses). Technical and financial knowledge of machinery and earthmoving equipment.
Warehousing	Xerox Heerenveen, Distribution center. Responsible for inventory, order moments, configuration of machines and control of order and picking processes, Cycle Count and shipping.
Supply Chain	
Financial	Almost all companies financially responsible for the final result / profit, also a lot of knowledge and understanding of accounting, tax aspects, purchase of machinery and spare parts.

Job Experience	Van der Meer – Advise (8 projects)	Independent adviser/interim manager	
1 ^e project	Buiter Beton Balkbrug <i>Sales garden materials</i>	Adviser web marketing , development of new website with database containing 10.000 products.	1-9-2005 until 2014 1-9-2005 until 31-4-2006
2 ^e project	Betonindustrie Veendam <i>Manufacturing concrete stones</i>	Interim Director . Implementing complete new marketing strategie, including new sales folders, website and product names.	1-7-2006 until 31-1-2007
3 ^e project	Holcim betonproducten <i>Manufacturing concrete stones</i>	Interim transport manager , joining 4 production locations, centralizing the planning.	1-2-2007 until 31-4-2007
4 ^e project	MBI Betonproducten <i>Manufacturing concrete stones</i>	Adviser change logistics , content confidential	1-11-2008 until 31-12-2008
5 ^e project	Interscandia Staphorst <i>Transport company, 35 trucks</i>	Financial Adviser , content confidential	1-07-2008 until 31-10-2008
6 ^e project	Confidential	Quick Scan Transport company	1-03-2013 until 1-7-2013
7 ^e project	Rentex Floron Bolsward, Wasserij de Blinde Heerenveen	Interim Logistics Director . Decreased number of trucks from 34 to 24. Savings 500K euro. Tendering transport.	1-03-2013 until 1-7-2013
8 ^e project	Gutmann Heavy Logistics AG, Switzerland	Interim Business Development Manager Acquisition project in Europa. New markets, new products.	1-7-2013 t/m 31-12-2013

Job Experience	Holtrop van der Vlist BV	Business Development manager	1-9-2010 t/m 2-1-2013
	<p>Responsible for the overall commercial management, managing main and regular customers and perform active acquisition in the shipping and transport of machines and heavy equipment throughout Europe (mainly road transport).</p> <p>During this period I build a complex customer database where I could manage all clients and prospects. It allowed me to drive and control my business containing approximately 600 customers and 1000 prospects. I also invented special applications meant to control the crisis situation in European Transport. With this we could automatically see month by month which business (group of customers) is growing or declining. And so we knew on short term which part of the business gave the most revenue's and return on investments.</p> <p>Also I have invested a lot of time in finding new customers. By means of phone, mail and visits I acquired approx 120 new customers, mostly in Germany. In this Job I visited approximately 750 customers and prospects per year and made weekly business travels of 3 till 4 days per week.</p> <p>Besides that I also managed open accounts, debtors. Every week I contacted 20 till 30 customers with open bills and managed to get these paid.</p> <p>Holtrop van der Vlist belongs to the van der Vlist group in Groot Ammers. It is specialized in heavy and exceptional transport in Europe, mostly heave equipment like wheel loaders, excavators and other oversized goods. They may vary from 10 till 90 ton in weight. Most of the transported models and types are familiar to me, I know by heart the transport dimensions and the transport rates.</p> <p>Software: implementing GPS vehicle tracking and development CRM database in MS ACCESS. Interface with IPHONE: Customer data from 3 different systems interfacing with IPHONE through a database. Result: all customer data digital in your IPHONE or Black Berry.</p>		
Job Experience	Oenema Transport, Taxi en Ambulance	General Director	1-4-2007 t/m 1-9-2010
	<p>I was hired as commercial director with a side mission to make the department Transport healthy again. I succeeded eventually by performing a reorganization where we stopped with several customers where we lost money. Besides that we invested in better markets and managed to close deals with customers who paid better rates.</p> <p>Another mission was to prepare the two sons of the owner on the future company takeover from their father.</p> <p>Software: Implementation Fleetwach boardcomputers and building interfaces with the other systems. Sales: 50 new customers in Germany and the Netherlands.</p>		
Job Experience	Van der Werff Logistics BV	General Manager	1-2-2001 t/m 31-8-2006
	<p>Started as manager to support the director/shareholder. Eventually I managed to renew the complete marketing structure and as a result of that the company grew significant. It doubled in size in 5 years. Also I automated all operational and financial processes by implementing and building new systems. An important tool that led to our success was the implementation of web marketing. A combination of Quarterly newsletters and website development was by that time revolutionary.</p> <p>I performed a Reorganization where I had to close down a subsidiary and implement it in the head office. There I had to fire most of the employees and move the business over to the head office.</p> <p>Software: Implementation TMS software Plan and Go!. Building interfaces with board computers system Transics. Development CRM system for Customer data en newsletters. Company had grown from 35 till 80 trucks in 5 years.</p>		
Job Experience	Xerox Distribution Europe BV	1) Inventory Controller Specialist 2) Manager Logistics Customer Service 3) Project Manager Integration	8-1-1996 t/m 1-11-1997 1-11-1997 t/m 1-7-2000 1-7-2000 t/m 31-1-2001
	<p>I started this job after succeeding school, vervoersacademie Venlo, and started as Inventory Controller. After 1,5 year I was promoted to Manager Logistics Customer Service where I took the responsibility of a team with 15 employees. Eventually Xerox decided to integrate the distribution center in Heerenveen to the new main facility in Venray. As project manager I moved the business from Heerenveen to Venray, including implementation of all work methods in Venray.</p>		
Job Experience	Van der Meer Handel en Transport	Various Jobs	
	<p>I grew up in a family business where the daily business was trade and transport of construction materials. On a very young age I learned to handle heavy equipment like lorries, trucks and to sell pavement materials. Afterwards you could say that these experiences have created my interests and have formed the basic skills for rest of my professional life. The combination sales, marketing and logistics have always been the basics for all my work experiences.</p>		

Education en training

Data	1991-1996	Vervoersacademie , Hogeschool Venlo	HBO - Logistiek Management (HTS en HEAO)
Other Certificates	1989-1991	MEAO	
	1987-1989	HAVO	Exacte vakken, talen en economie
	1983-1987	MAVO	Exacte vakken, talen en economie
Trainings	- 1998: MDI Management training		1 Year
	- 2005: Employee talks , Making the best offer, Sales en Acquisitie.		2 trainings
	- 2008: Het tiende huis: Persoonlijke management deel 1 de ontdekking		1 week abroad
	- 2009: Het tiende huis: Persoonlijke management deel 2 de essentie		1 week abroad
	- 2010: PDD, Pedagogisch Didactisch Diploma		1 school year

Language **Mother language : Dutch and Frisian**

Other Languages **Very Good Engels and German, basis French.**

At Xerox I worked 5 years in an environment where English was the spoken en written basic language. Also I traveled frequent to the UK where I learned to speak and write the language English even better.

With Oenema Transport and Holtrop van der Vlist I traveled in 5 years very frequent to Germany. I visited many customers in all parts of Germany and therefore I also have knowledge of the local habits/language in various subareas.

Speaking foreign languages is also one of my main interests and therefore dare to claim to have a better knowledge of both above mentioned languages than average persons in similar job environments.

Social Skills

Skills My parents traded pavement materials and run a transport company. I used to work in the family business as of the age of 8 starting with assisting sales in the evening hours and during the weekends. Later I run administrations and drove trucks during the holiday seasons. I have been combining work at family business with study and later jobs until I reached the age of 30. Because of this long and intensive working period I recognize quickly if a customers want to buy something or not. I learned very much about people in common but also about their natural behavior. People are so common in the world and yet so different, it has always interested me. I met an dealt with all kind of people, rich, poor, age and race. This had made me a man who loves to communicate, is easily trusted and accepted, they ideal mix for a good salesman or whatever job where contact with people is key.

Personal properties

Properties During an extensive management training in 2008 and 2009 the following properties haven been detected:

enthusiastic	ambitious	handy	self-conscious	patience
practical	responsible	contemplative	frank	respect
creative	go-getter	lively	courage	enterprising
Convincing	brave	sensitive	adventurous	targeting
				interested

Above mentioned properties clarify the ability of sales and management skills, people will quickly trusts and rely on me. Also it shows that I can motivate and inspire people natural way. But also the presence of properties like go-getter, brave, targeting and ambitious make sure we get results.

Computer Skills

Computers and software have always been my hobby since the invention of the PC in '80's. With Xerox in 1997 I learned the basic of SQL programming and build my first database environment. Combining IT solutions with business have always been one of my strong points in the past. For a lot of people I have always been there daily help with PC and software questions.

Computer Skills	General Software: Outlook (superuser) Word Excel (superuser) Powerpoint Access (superuser) Frontpage Dreamweaver (superuser) Paint Shop Pro	Self-made applications: Order and Billing administration Financial administration Tender management systeem CMS database: - Customers - Reports - Sales - Marketing - Financial - management	Specific company software: Plan en Go! (super user) GPS Buddy (super user) Transics (super user) Fleetwatch Exact Oracle (super user) MFG/PRO (super user) Google optimalisatie programma (superuser)	Self-made websites: www.vandermeer-advies.nl www.spedition-logistik-beratung.de www.tender-consultancy.com www.vdwerff.nl www.vandermeer-tuinen.nl www.hardloop-reizen.nl www.usbilang.nl
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Interests en additional information

Artistic Sills Marketing and photography (2 years training) use to be hobby's. Therefore I can combine art, photography, marketing and sales into powerful solutions like brochures and internet sites. But also common written customer offers can easily be translated into nice and readable documents.

Driver license A, B, C, D, E (Car, bike, bus, truck) and truckers certificate.

Hobby's Running, reading, science and movies.