



WHO I AM

I am Andrea Smith, an entrepreneur, small-business owner and nonprofit development director, with decades of web development experience shaped by real operational needs.

Throughout my career, one common thread has been solving the challenges created by wearing too many hats. In small business, the strain is often the same: too much responsibility, too little time, and systems that don't fully support day-to-day operations.

I developed CWS Consulting from the belief that well-designed systems should carry some of the weight — helping business owners operate more efficiently, communicate clearly, and focus their energy on the parts of the business that actually drive growth.

WHAT I DO

CWS Consulting focuses on creating comprehensive web systems that support small businesses as they grow and change over time.

Every business operates differently. That is why the process begins with listening — understanding how the business functions, what matters most right now, and where friction exists. From there, a web system is shaped to fit the business, supporting real-world operations in a practical, sustainable way.

From the start, each site is built with discoverability in mind — using best practices for structure, content, and search visibility so businesses are not left trying to “fix SEO later.”

A small business website should clearly tell customers what you offer, build trust for your business, and how to take the next step without creating extra work for you or your team.

CWS stands for Comprehensive Web Systems.

HOW I WORK

CWS Consulting works collaboratively with business owners, keeping decisions grounded in what will be most useful, realistic, and sustainable over time.

When built thoughtfully, a website becomes a quiet support system — doing its job in the background without needing constant attention.



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HOW I SUPPORT SMALL BUSINESS

Small business websites need to do very specific, practical things and do them reliably. CWS Consulting designs sites that make those needs easier to meet and easier to manage.

This often includes:

- Clear service or product explanations
- Online booking, inquiries, or lead capture
- Contact and follow-up workflows that don't get lost
- Mobile-friendly layouts for customers on the go
- A structure that can grow as the business grows

Websites are built with clear, consistent messaging that reflects the brand you have worked so hard to build, presented through a clean, modern design that communicates professionalism and care without unneeded complexity.

SERVICES PROVIDED

- Small Business website planning and structure
- Website builds or refreshes
- Booking, inquiry, and lead systems
- Content organization and clarity
- Ongoing support options as needed

"My guiding principle is simple:

The more hats people wear, the more important it is that systems carry the weight."

Andrea Smith

