

Joey Donovan Guido — Bio

In addition to running Cuppa SEO, a successful web design firm, Joey offers consulting and training services, as well as presentations based on the principles found in his book, *A Holistic Guide to Online Marketing*.

Joey's marketing career began over two decades ago as a copywriter working in print and web. Over time, he developed a passion for search engine optimization, which led him to become an expert in the field. The more proficient he became at optimizing websites — and driving more traffic to them — the more he realized the importance of looking at websites, and online marketing, holistically. This sparked intensive study and testing of methodologies including user experience, conversion, and emotional engagement in both the digital and analog world.

Over the years, Joey has had the privilege of working with companies like Promega, Lands' End, The Public Relations Society of America (PRSA), Grainger Industrial Supply, Widen, and many other national and local brands.

Beyond his professional history, who is this guy?

Joey is the dad of two awesome boys, and happily married since 1997. He's a big fan of Zig Ziglar, Dieter Rams, Kenya Hara, mindfulness meditation, essentialism, Field Notes notebooks, Blackwing pencils, family time, geeky tech stuff — and coffee!