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CEO Q&A

Pixels & Dots CEO Davis shares the one thing your website must do

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This content is a supplement to our [2019 Largest Greater Cincinnati Web Design Firms list](#).

Angela Davis isn't one to give up, a trait that has served her well in running a web design firm. Her parents didn't have the money to send her through school, so she typically worked two to three jobs in addition to her classes as a student at the University of Cincinnati. "I'm really stubborn," she said. "Running a business isn't easy, but once I was committed to doing it, I wasn't going to give up." She and her husband, Monte, who works with her, take classes through the Small Business Administration and read books on advertising, marketing and anything else that will help run the business. "We continue to learn and grow," she said. Pixels & Dots works with clients ranging from small businesses to Fortune 500 companies and a division of Procter & Gamble Co. Most are within about a 150-mile radius, not because they need to be close but because people still like to work with web designers they know and can easily meet with face-to-face, Davis said. "I think it just gives people a sense of security to know they can just run over and talk to the person," Davis said.



DAVID KALONICK | COURIER

Angela Davis is president and CEO of Pixels & Dots.

What are the primary trends these days in web design? The most important trend we are seeing is the tailoring of websites for use as a digital marketing catalyst. Color and font trends come and go, but making your website the best and most important marketing tool that you have is the wave that you'll want to catch. **What are the biggest and most frequent**

mistakes you see out there regarding web design? Not being clear about what it is that they do. The most important thing for any marketing tool is to know your audience and to write content that speaks to your target audience. If you don't do this one thing, then nothing else about your website matters. **What's the biggest challenge for you in running a web design firm in Cincinnati?** Keeping pace with technological changes in the web design industry. We work really closely with Google, and Google is changing every day for Google Ads and search engine optimization. We meet once a week to talk about changes at Google. **What advice would you give a new boss?** Trust your instincts. If something doesn't feel right, then it probably isn't right. But don't simply react to your gut. Be sure to take an appropriate amount of time to think about things before reacting to them. **Why do you have the career you have?** I can attribute my career to my lifelong love of learning. I loved school when I was growing up and I enjoyed learning in college. I have been back to college many times during my career to learn new skills: photography, marketing, business, web design. In addition, I keep a book with me at all times and alternate between reading fiction and nonfiction books. **What is your favorite vacation spot?** Hilton Head Island, S.C. I like it because of the Sea Pines, bike trails and the beach. It's a quiet place where I can think, relax and reflect on the year. **What do you do to stay healthy?** I enjoy doing yoga and going on walks with my dog. **You've just been given \$100,000 to donate to charity. Which and why?** Cincinnati Youth Collaborative. It's important to help children and young adults to succeed in life through education and career assistance. Some young people don't have people or families to help them. **What is the best book you've ever read?** I recently read "The Brief Wondrous Life of Oscar Wao," by Junot Diaz. It was very good. I couldn't put it down. **What is the most challenging aspect of your job?** Finding work/life balance. It has been at times difficult to stop working, and when not working, to stop thinking about work. **How do you motivate your employees?** I stay positive, try to make people laugh and smile. I think if the boss isn't happy it can trickle down, so I try to lift people up and encourage them to do better. **If you could trade jobs with anyone for a day, who would it be?** Terry Gross, the host of "Fresh Air" on NPR. I would love to have the opportunity to interview entertainers and musicians. People in general interest me. I love talking to people and learning about their lives. **Where would we find you on a typical Saturday?** Ault Park. I can walk there from my house and my dog loves the park.

BIO

Angela Davis

Title: President and CEO, Pixels & Dots

Education: Bachelor's degree in marketing and business, University of Cincinnati; web design certificate from UC

Family: Husband, Monte, and three sons

Residence: Hyde Park

Career path: Worked for about a dozen years, including a couple of years during college, at SuperRx Drug Stores in advertising and marketing. Worked for about 12 years after that for various Cincinnati-area manufacturers, including chemical company Orchem, owned by Oscar Robertson. Started Pixels & Dots with husband Monte in 2001.

Steve Watkins

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