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Peter Chapman has run an internet consultancy for the last seven years, helping his clients develop their internet presence. Key areas of this work include:

- site navigation and usability.
- search optimisation and analytics
- use of social media to enhance visibility on the web.
- bespoke alerting services to monitor client presence in cyberspace.

During this time he has built up considerable experience in using the tools available, latterly focusing on those of Google (Adwords, Analytics, and the Webmaster suite). Currently he is developing his skills in using social media to enhance the visibility of his clients' websites.

Peter trained as a librarian and developed his web skills whilst working in the newspaper industry. He retains a keen interest in harvesting the 'visible' and 'deep' web for information, and is currently Hon. Editor of Refer and its supporting site *Referplus* (<http://sites.google.com/site/referplus>) He can provide bespoke 'alert' services for both short and long-term information needs.

During the early part of 2010, Peter has been developing information sites on travel between Birmingham and London. For advice on First Class travel visit <http://www.birmingham2london.com>; for advice on standard class travel visit <http://www.birmingham2london.co.uk>

Both web sites are backed up by a regular blog on Peter's own experiences travelling between the two cities (<http://birmingham2london.blogspot.com>) and a dedicated twitter feed (<http://www.twitter.com/birm2lond>)

For further information, contact Peter on 07989 076 357 (8am-4pm Monday-Friday) or by email: [peter@pjdchapman.co.uk](mailto:peter@pjdchapman.co.uk)