



Eric Holter - Biography

Areas of Expertise

- Agency Website Analysis
- Technical Site Platform Review
- Website Traffic Analysis
- Agency Website Positioning
- Content Strategy Evaluation
- Information/Interface Design
- Client Website Analysis

After graduating from Rhode Island School of Design in 1991, Eric Holter began his career as a freelance illustrator (wood engraving and letter-press printing). Soon after, he took a full time job with Pagano, Schenck & Kay Advertising (Woody Kay had commissioned a few engravings from Eric while he was an illustrator and liked him enough to give him a job in the bull pen).

In 1995, Eric moved on to Leonard/Monahan where Bruce Leonard asked Eric to get the agency up to speed on this “worldwide web thing” he’d been hearing about. Eric loved the Web work so much that he left Leonard/Monahan to start Newfangled Web Factory, a website development company that specializes in helping advertising agencies build sites for their clients. That was thirteen years ago.

“One reason I love helping agencies use the web more effectively is that I believe the current disruption and complexity of the Internet is moving us all to a place where the best in marketing will be vastly improved, and the worst will be weeded out.”

AgencyCritique is Eric's consultancy for creative services firms, offering strategic guidance in web strategy for advertising agencies. Starting with the agency's own web strategy as reflected on their agency site, Eric's analysis is constructed in a way that translates into sound web strategies for agency clients.

“In the past few years, web strategy has expanded from planning a great website into a level of engagement with the web that reaches far beyond the corporate website itself. In fact, the Internet is radically impacting business and marketing in unprecedented ways. Control is shifting from brands to consumers. How companies respond, either with engagement or ambivalence, will be a defining moment in the life of their brands.”

Consulting references are available upon request.