W4H Webmaster For Hire
A DIGITAL AGENCY

Digital Oversight Partnership

Your business has a digital world. Someone should be watching it.

W4H Webmaster For Hire
A DIGITAL AGENCY

You've built something real.

You crossed $2 million in revenue with a team of fewer than 25 people. That's not an accident - that's execution.

But a lean team has a gap that grows as the business grows - nobody is watching the whole digital picture.

Not the tools. Not the risks. Not the vendors. Not the missed opportunities.

$2M+

in revenue

5–25

employees

0

dedicated CDO

Your digital world is running on guesswork.

Webmaster For Hire
A DIGITAL AGENCY

Patchwork Tools

SaaS subscriptions stacked on top of each other. Outdated software. Overlap you're paying for twice.

Paying for Software You Barely Use

Tools that made sense two years ago - still billing you. Nobody reviewed them. Nobody turned them off.

AI Is Moving. You're Not.

Your competitors are using AI to work faster. Without oversight, you don't know where to start - or what to trust.

Trusting Vendors Without Verifying

When a vendor says it's done right, do you have anyone checking that? Most businesses don't.

There's a threat most business owners never see coming.

W4H Webmaster For Hire
A DIGITAL AGENCY

ADA Compliance

4,605*

federal ADA lawsuits filed against websites in 2023

Avg. settlement: $25K–$150K.
No prior warning required.

*https://www.accessibility.works/blog/2023-ada-website-lawsuits-legal-statistics/

Cookie & Privacy Law

20*

U.S. states with active privacy laws as of 2025

A cookie banner that looks compliant often isn't.

*https://pro.bloomberglaw.com/insights/privacy/state-privacy-legislation-tracker/

You don't get a warning. You get a legal letter.

"My IT guy handles all of that."

Webmaster For Hire
A DIGITAL AGENCY

Maybe. But IT and digital oversight are two completely different skill sets.

IT

- ✓ Hardware & network infrastructure
- ✓ Servers, printers, devices
- ✓ Internal software setup & support

DIGITAL OVERSIGHT

- ✓ SaaS stack audit & cost optimization
- ✓ AI tool integration strategy
- ✓ ADA & cookie compliance monitoring
- ✓ Vendor accountability
- ✓ Digital strategy alignment

Enterprise companies have a CDO. You don't.

W4H Webmaster For Hire A DIGITAL AGENCY

A Chief Digital Officer owns the digital strategy, tools, compliance, and vendor relationships - full time. That's appropriate at their scale. It's not appropriate at yours.

$150K – $250K

per year - average full-time Chief Digital Officer salary

You need the function. Not the full-time hire.

W4H Webmaster For Hire
A DIGITAL AGENCY

INTRODUCING

Digital Oversight Partnership

One experienced operator overseeing your digital ecosystem, so tools, vendors, and risks stay aligned with your business

What Digital Oversight Partnership covers.

Webmaster For Hire
A DIGITAL AGENCY

Digital Tools Audit

Full review of your SaaS stack. What you're using, what you're not, and what's costing money it shouldn't.

AI Integration Strategy

Where AI helps your specific business. No hype. No "you should be on TikTok." Implementation you can use.

Compliance & Security Oversight

ADA, cookie compliance and security monitoring. You're not waiting for a lawsuit or an attack to find out you have a problem.

Vendor Accountability

Someone reviewing what your vendors are actually delivering — not just trusting the invoice and the update email.

Your partner in this.

Beth Varian | Founder, Webmaster For Hire, LLC

- 25+ years in web systems
- First SEO Expert at CBS SportsLine
- Former VP of Web Development (video streaming company)
- Built and managed digital platforms since 2001
- The person businesses call when their digital stack gets messy.

W4H

Webmaster For Hire

A DIGITAL AGENCY

In business since 2001

webmasterforhire.us

Palm Beach County, FL
Serving businesses remotely

What does no digital oversight actually cost?

Webmaster For Hire
A DIGITAL AGENCY

One ADA Lawsuit

$25K-$150K

average settlement range

Does not include legal fees or remediation costs.
No prior notice required by law.

Wasted SaaS Spend

$135B+

in unused SaaS billed globally each year

Most businesses have never audited their SaaS stack.
Someone should be watching it.

Oversight isn't an expense. It's what prevents the bigger ones.

W4H Webmaster For Hire
A DIGITAL AGENCY

Next Step

Apply for consideration for the Digital Oversight Partnership

Because capacity is limited to a set number of partnerships, requests are reviewed for fit before moving forward.

Apply Today!

https://webmasterforhire.us/website-services/digital-oversight-partnership/