



BostonMurrell, LLC. is a Boston-based African American owned intellectual property firm who has built a network of online media properties. The network has 300,000 annual users. We advertise commercial clients on the network before these users. The sites distribute products we make which are digital data products, Help Desk referral services, mobile apps, New England Black Heritage tour packages, and African American heritage souvenir products and books.

A majority of our users self-identify as African American and BIPOC/ALANNA. Our users are 58% female and 42% male. According to Google Analytics, seventy percent are between the two age groups of 17-25 and 26-45. Thirty percent are aged forty-six plus. There are more college educated users coming to see us than not. Over 80% of our users live or work in the Massachusetts.

When looking at the interest profile Google assigned to our users, the top three types are employment, entertainment and finance. In this writer's opinion, because I have met many users face to face and I have dialogued with them in hundreds of emails social media conversations, I would say that Google's User profile report is mostly accurate.

What we do

- Place client advertising in the Online Guides to Black Boston
- Maintain a searchable Black-owned Business Directory
- Connect renters and buyers to affordable housing
- Provide medical and social researchers with volunteer recruitment campaigns
- Create and market interpretive cultural heritage tours (Black and Colonial history)
- Code and sell mobile apps that help our users with specific tasks
- Develop and sell souvenirs honoring the African American heritage of Boston
- Provide shuttle bus and motorcoach bus transportation for airport transfers and trips
- Maintain a concierge Help Desk Answer function that serves all Boston visitors and residents

The In-Network Site List

www.AboutBlackBostonOnline.com – (ABBO) a Switchboard to sites on Network

<https://boston.blacksoftware.com> – the first Online Guides to Black Boston for Visitors and Residents

www.AboutBlackBoston.com – general info and a millennial professional group listing page

www.AboutBlackBoston.org – Afro-American Site Sightseeing Tours and transportation services

www.BlackBoston.com – Lead Online Guides to Black Boston site and portfolio of contributing writers

www.MoveF.com – our site targeting domestic and international visitors at Logan Airport

www.Twitter.com/BlackBoston - a dedicated Twitter channel for the Black Boston area

www.Facebook.com/ABBINFO - Our Facebook Business Page, connects to Instagram/Bostonmurrell

Back Bay office: 867 Boylston Street, STE 500, ideaSpaceBoston, Boston, MA 02116, since 2014
refer to our invoices header to see where payments are received

EXPERIENCE: William Murrell, founder, arrived in Boston via employment with Ohio Nuclear as a Computer Axial Tomography (CAT Scan system) field engineer. He has worked as the Electronics Instructor at a Boston Public School high school. He became the founder of two computer retail and service stores located in Cambridge in Boston. The stores won the BEST OF BOSTON MAGAZINE (1994) award for the category and were listed on the Boston Business Journals Top 25 Book of List. Earlier, he had produced the GO AFRO online venue on AOL/CompuServe for American Vision magazine. It was an AfroAmerican oriented online *museum without walls* for 65,000 members. For Verizon Boston, he was a contracted Big Data technician assigned to deploy the first 4G LTE wireless network in the United States. Publishing the Online Guides to Black Boston was his evening hobby until it became a business model.

OUR GOOGLE POSITIONS

BostonMurrell, LLC websites have earned product market fit with Boston's Black community and we have earned competitive Top Google Search Engine Index positions.

CLIENT LIST (partial)

Allied Advertising – current
Woods Hole Oceanographic Institute
LuLulemon (Newbury Street)
Barclay Water Management, Inc.
Barrett Technology and Medical Devices
Emerson College ARTS EMERSON
Brush Hill Transportation Gray Line Boston – consultant, charters, tours
Barnes and Nobles – job listings
Belmont Savings Bank – job listings
Bishoff Communications – publicity
Kelley Chunn Agency – advertisements, publicity
Boston Redevelopment Authority (BPDA) – job listings
The National Black Doll Museum of History and Culture, Inc. – consultant, tour partner
The Black Heritage Trail of New Hampshire, Inc. – consultant, tour partner
WorldTrav of Tennessee – student travel
Tufts University research teams
Massachusetts General Hospital – research study
Boston University Medical Center – the RESPECT Registry
African American Students Association at the Harvard Kennedy School
John F. Kennedy Library Foundation – recruited a Profiles in Courage judge
Wyman-Gordon Engineering Company – job openings
Sambo Okolo, CPA LLC. – business sales
Massachusetts Convention Center Authority – job openings
Talboro School District of North Carolina – provided executive airport transfers