



TEN YEARS IN TC

1996

- Oneupweb starts in Alaska in 1996 with [1 employee](#).

2000

- Oneupweb moves to [Traverse City](#) with [3 employees](#).

2001

- Oneupweb moves to the basement of a house in Suttons Bay with [7 employees](#), taking up [1500 square feet](#).
- Oneupweb [launches ROI trax[®]](#), a proprietary analytics tool.

2002

- Oneupweb continues to expand, requiring more space and moving to a commercial office on St. Joseph Street in Suttons Bay with [2000 square feet](#).

2003

- Oneupweb is honored with the [ClickZ Search Marketing Excellence Award](#).
- Oneupweb Founder and CEO Lisa Wehr is named an [Ernst & Young Entrepreneur of the Year](#).
- Oneupweb Founder and CEO Lisa Wehr is featured in [Inc. Magazine](#).

2004

- Oneupweb Founder and CEO Lisa Wehr is named to [BtoB Who's Who](#) as a key thought leader in the search marketing industry.
- Oneupweb publishes the first post of their new online marketing blog, [StraightUpSearch](#).
- With [16 employees](#) and expanding quickly, Oneupweb moves to a [6000 square foot](#) facility on Duck Lake Road in Lake Leelanau.

2005

- Oneupweb Founder and CEO Lisa Wehr is named to [BtoB Who's Who](#) for the [second consecutive year](#).
- Oneupweb wins the [ClickZ Search Marketing Excellence Award](#) for the [second time](#).
- Oneupweb Founder and CEO Lisa Wehr [honored as a Leader & Innovator](#) by [Lawrence Technological University](#).

2006

- Oneupweb Founder and CEO Lisa Wehr is named to [BtoB Who's Who for the third consecutive year](#).
- [Jupiter Research](#) recognizes Oneupweb as one of the [five top online marketing firms](#) with customer service emphasis.
- Oneupweb is named a [Michigan Top 50 Company to Watch](#).
- Oneupweb wins the [ClickZ Search Marketing Excellence Award for the third time](#).
- Oneupweb wins a [Gold Davey](#) for their Corporate Services Brochure.
- Oneupweb expands its service offerings to include podcasting with the [launch of their PodGarden Division](#).
- Oneupweb [launches PodTractor™](#), a proprietary analytics tool designed to track podcasts. It's the first of its kind.
- Oneupweb's [Christopher Carlson speaks at Northern Michigan Advertising Club](#).

2007

- [AdAge](#) names Oneupweb one of the [top search marketing agencies in the world](#).
- Oneupweb Founder and CEO Lisa Wehr is named to [BtoB Who's Who for the fourth consecutive year](#).
- Oneupweb is honored with [two Silver ADDY® Awards by the 6th District American Advertising Federation](#) for their Corporate Services Brochure and Case Study Book.
- Oneupweb [launches](#) an old-style radio themed podcast about online marketing called [One for the Money](#).
- Oneupweb wins [three Silver Davey Awards](#) for the Oneupweb Online Survival Guides, One for the Money Podcast and a B2B print advertising campaign.
- Oneupweb is a [Michigan Small Business Innovation Award Finalist](#) for PodTractor™.
- Oneupweb's Director of Operations, [Tim Kauffold, speaks at Automation Alley](#).
- Oneupweb's Director of Client Services, [Duncan White, speaks at Frost & Sullivan](#).
- Oneupweb Founder and CEO [Lisa Wehr joins Gov. Granholm to speak about the Michigan No Worker Left Behind program](#).
- Exponential growth requires yet another move, this time [back to Traverse City with a 30,000 square foot office on South West Bayshore Drive with 35 employees](#).
- Oneupweb [launches a new website](#) to highlight their industry expertise.
- Oneupweb's Director of Client Services, [Duncan White, speaks at SES Chicago](#).
- Oneupweb Founder and CEO [Lisa Wehr publishes 23 bylines](#). Oneupweb is also [featured in 65 articles and two television interviews](#).

2008

- Oneupweb is recognized by the [Business Marketing Association](#) as a [Best of Division Winner](#) for their Corporate Newsletter and Podcast. They also receive an [Award of Excellence](#) for StraightUpSearch, their corporate blog.
- Oneupweb is named to [BtoB's Best](#) for their Office Survival Kit. BtoB cites their creative excellence in visually pleasing, highly-targeted, results driven business-to-business campaigns.
- Oneupweb CEO and Founder Lisa Wehr is named a [Corp! Entrepreneur of Distinction](#) for her strategic vision, expertise and business philosophy.
- Oneupweb is honored with [two Platinum Hermes](#) for their Corporate Podcast and Services Brochure. The company also wins a [Silver Hermes](#) for their Online Marketing Survival Guides.
- Oneupweb is honored with [four Awards of Distinction by the Communicator Awards](#) for their Corporate Blog, Podcast, Newsletter and Services Brochure.
- [AdAge](#) names Oneupweb one of the [top search marketing agencies in the world for the second consecutive year](#).
- Oneupweb Founder and CEO Lisa Wehr is named to [BtoB Who's Who for the fifth consecutive year](#). She becomes the [first person to carry this honor for five years](#).
- Oneupweb is honored with a [Silver Davey for the OneUp Low-Down Newsletter](#).
- Oneupweb [launches](#) a social media marketing blog, [StraightUpSocial](#).
- Oneupweb continues to expand their service offerings, [launching a new Eye Tracking service](#).
- Oneupweb holds a [shopping cart parade](#) down Bayshore Drive in Traverse City, [donating more than \\$9000 in food and supplies to the Salvation Army](#).
- Oneupweb Founder and CEO [Lisa Wehr publishes 30 bylines](#). Oneupweb is also featured in [72 articles, two radio interviews and six television interviews](#).

2009

- Oneupweb is named a [Corp! Best of Michigan Business](#).
- Oneupweb continues to evolve and change with the digital marketing industry, [redesigning their website](#) twice this year.
- Oneupweb adds numerous services to its roster, making it a [full-service digital marketing agency](#) offering search marketing, social, digital PR, creative services & website design, display advertising, audio/video/podcasting, iPhone application development, analytics and more.
- Oneupweb wins a [WebAward for Outstanding Achievement in Web Development](#).

2009 cont

- Oneupweb projects a [40-foot dancing Obama](#) on their corporate headquarters the day of the Presidential election, and video footage from the event [appears on primetime CNN](#).
- Oneupweb wins a [Telly Award](#) for their Oneupweb vs. Sign Thief Viral Video.
- Oneupweb is honored with [three Communicator Awards](#) for their Office Survival Kit, Oneupweb vs. Sign Thief Viral Campaign and their Christmas Microsite, NaughtyListed.com.
- Oneupweb is honored with [two BMA Pro-Comms](#) for their One for the Road Cookbook and Oneupweb vs. Sign Thief Viral Campaign.
- Oneupweb joins Motorola/BBD0 and Accenture on stage in Chicago to accept the [BMA's highest honor, a Silver Sledgehammer](#), for their Office Survival Kit.
- Oneupweb wins [one Gold and three Silver ADDYs](#) for their Office Survival Kit, One for the Road Cookbook, NaughtyListed.com and Oneupweb vs. Sign Thief Viral Campaign.
- Oneupweb wins one [Silver ADDY in the District Competition](#) for the One for the Road Cookbook, [advancing on to the National Competition](#) with the likes of Crispin Porter & Bogusky, Ogilvy and BBDO.
- Oneupweb is named to the [Upshot 50](#) for offering the [most innovative, powerful and useful marketing tools and technologies](#).
- [Forrester Research recognizes Oneupweb as one of the nation's top eight search marketing firms](#). Oneupweb is heralded for their strong leadership team, customer focus and strategic vision.
- [AdAge](#) names Oneupweb one of the [top search marketing agencies in the world for the third consecutive year](#).
- Oneupweb Founder and CEO Lisa Wehr is named to [BtoB Who's Who for the sixth consecutive year](#).
- Oneupweb [launches a new Social Media Marketing department](#).
- Oneupweb embarks on [One for the Road](#), a five-day tour of the state to help give Michigan businesses a lift by offering them their services—for free.
- Oneupweb's Director of Client Services, [Duncan White, speaks at the Faegre Franchise Summit](#).
- Oneupweb's Director of Client Services, [Duncan White, speaks at the 2009 Internet Retailer Conference and Exhibition](#).
- Oneupweb's Founder and CEO, [Lisa Wehr](#), and Director of Client Services, [Duncan White, speak at the Franchise Update Leadership & Development Conference](#).
- Oneupweb Founder and CEO [Lisa Wehr publishes 25 bylines](#). Oneupweb is also featured in [73 articles, two radio interviews and six television interviews](#).

2010

- Oneupweb is named a [Corp! Best of Michigan Business](#) for the second consecutive year.
- Oneupweb continues to expand, launching a new [Website Design department](#) and a [Franchise Microsite](#).
- Oneupweb launches a [new podcast, Be Relentless: Business Success Against the Odds](#). Guests on the show include the [astronaut Dr. Jerry Linenger](#) and [New York Times Bestselling author Doug Stanton](#).
- Oneupweb Founder and CEO [Lisa Wehr](#) is named an [Enterprising Woman of the Year](#).
- Oneupweb launches the [OneUp Rocket](#), an [augmented reality marketing piece](#).
- Oneupweb launches “Mootropolis”, an [iPhone App](#) designed specifically for franchisors.
- Oneupweb’s Director of Client Services, [Duncan White](#), speaks at the [International Franchise Association Conference](#). George Bush gives the keynote.
- Oneupweb’s Corporate Communications Manager, [Maureen Michaels](#), speaks at the [Michigan Grape and Wine Conference](#).
- Oneupweb CEO [Lisa Wehr](#) has published two bylines to-date, and Oneupweb has been featured in three articles.
- Oneupweb currently resides at 13561 S. West Bayshore Drive in Traverse City with [45 employees](#). They continue to grow.