"EXPOSED: HOW SOME WEB DESIGNERS ARE COSTING YOUR BUSINESS TIME AND MONEY"

by Keith Commins

"Exposed: How Some Web Designers Are Costing Your Business Time and Money"

If your efforts to increase your business' bottom line online have so far delivered little, then this could be the most important report you'll ever read..

I've a few questions to ask you..

- Are you happy with the return on investment your website has delivered so far?
- Is your website set up to send you a steady stream of profit generating leads and clients?
- Has your previous experience of web designers needed a Klingon translator on standby at all times?
- Has your website got supermodel good-looks but doesn't make the phone ring hot with orders?
- Is your website so embarrassing it reminds you of how your dad told cringe-worthy jokes in front of you and your friends as a young kid?
- Or has the 'information-age' simply passed you by and you've up until now dismissed the idea of a website as a passing fad, an unnecessary expense or something your business doesn't need?

In short, if your website isn't doing its job of making your business money then this could be the most important report you'll ever read.

And even if you *think* it's doing its job, there's a strong possibility it's not performing as well it should be.

Shameful little secrets, pointy-headed 'creatives' and nosy little Revenue agents

I'm here today to tell you about a shameful little secret some web designers have been hiding from their clients for almost two decades.

How they operate *purely* in their own self-interests and *not* in those of their clients. It's a story about they exist not to serve you, but to serve themselves and inflate their giant egos...

For decades the website buying public have been sold a lemon by large swathes of the web design industry.

For these designers, the customer's *true* needs of generating business and making money are never given serious thought. To them, all that's important is making the latest and greatest piece of art, always with one eye on winning a coveted 'Eircom Spider' award and the other on bulking up their ever-expanding portfolio.

Pointy-headed 'creatives' lounge around shiny chrome offices trying to outdo each other with ever more artistic pieces of work. And you know what -- some of them are quite good too.

But the problem is, none of them are fit for purpose. A website should have only three reasons for being, namely to:

- Sell something.
- Get someone to contact you about a product or service you are selling via email or phone.
- Opt in to a subscriber list, with the ultimate long term aim of selling your product or service.

If it doesn't do one of those three things -- it has no business being on the web. It belongs in an art gallery.

Making your prospect coo over your website's usability and off-kilter design is great for your ego, but it does nothing for your bottom line.

You see, if your website hasn't been set up to sell, it's about as useful to your business as a nosy Revenue agent casting his filthy little peepers over your books with a fine tooth comb, and probably even more costly.

Frankly though, it's hard to hold these designers accountable. I mean, getting angry at these guys is a bit like scolding your dog because he peed on the carpet. Your poor *madra* doesn't know any better, and neither do these guys.

Few web designers in Dublin have any true marketing skills to speak of. The extent of their abilities is throwing around buzz words like 'social media engagement', 'brand awareness' and other meaningless waffle. Web designers and social media gurus together work hand in glove to produce beautiful works of amazing design and slick branding campaigns, but sell very little of anything.

Their strategies usually amount to throwing as much mud as they can muster at the wall, hoping some of it sticks.

Trouble is, very little of it ever does.

I should know. In my freelancing days, I toiled in those same shiny offices surrounded by 'creatives' who didn't know their ear from their elbow when it came to selling. Creating websites that actually sold anything was never on the agenda...

What should matter to you and your business is having a functional, well thought out, crisply designed website optimised so your prospect pulls out his wallet and buys your product or uses your service.

Not drooling all over your site's wonderful design to the degree he forgets to buy.

Not so hypnotised by your achingly-hip logo she forgets to send that enquiry email.

Or not so distracted by the fancy animation she forgets to call you about her order.

An "unfair advantage" that boosts profits

The good news is that by viewing your website *purely* as just another tool to increase sales and boost profits you effectively give yourself an 'unfair advantage' over your competition.

While your competitors are wasting their time with fancy cluttered websites which do little to convert your visitors into customers, you'll have an optimised profit-generating machine working tirelessly for you generating sales and leads on autopilot.

A website that gives you a break, for once. A sales generating machine that gives you time out from non-stop cold calling, wasteful do-nothing flyers drops, pointless networking events and other ineffective means of generating business.

Now, it's possible my approach isn't to your liking.

It's different to what you may be used to, granted.

But different as it is, it's jaw-droppingly effective.

I believe strongly in a type of advertising known as direct response marketing. It's a style of marketing that's used to invoke a favourable response in your prospect, whether it's to pick up the phone, send an email, purchase a product or some other desired outcome.

Direct response marketing creates desire for your product, gives reasons to buy it, gives reasons to buy it from *you*, and gives reasons to buy it *now*.

Standing on a street corner looking pretty

Image (or brand) advertising (the type you're probably used to) is based upon subjecting your prospect to enough of your 'brand' and in the process somehow he or she will be persuaded to buy.

There is <u>no</u> salesmanship.

There is <u>no</u> persuasion...

It's a case of standing on a street corner looking pretty and caterwauling at the top of your voice, hoping to drum up business.

I think you'll agree that doesn't sound like an effective strategy for generating business?

Yet, that's what most business's websites do every single day. Tell, but never sell.

Direct response marketing takes the bull by the horns to actively seek a response from your prospect. It gives them a reason to buy. It aims to understand your customer's problems and seeks to solve them by illustrating clearly the benefits of purchasing your product or using your service. It gets to the heart of your prospects true motives for buying and gives them the solution, right there and then.

It doesn't creep around like a paedophile in a playground with flowery branding.

And it works like gangbusters.

How a 19th century Italian economist holds the key to online success

So specifically, how does a "direct response" web site look?

How does it differ from an average website *not* set up to sell?

Well, in order to answer that question, I first wish to introduce you to a 19th Century Italian economist named Vilfredo Pareto. In attempting to understand how Italy's wealth was shared he noted the distribution followed a pattern.

Pareto found that roughly 80% of the effects come from about 20% of the cause, a rule which is commonly known today as the 80-20 rule, or the Pareto principle. This is a ratio which can be found in all kinds of phenomenon throughout the universe.

80% of the wealth is owned by 20% of the population.

80% of your revenue comes from 20% of your customers.

80% of the usage is done by 20% of the features.

And it's a rule which probably applies to your business too. I'd wager if you care to look, 80% of your total workload will invariably come from 20% of your customers.

The same principle applies to your website. 20% of your website will be responsible for 80% of all the interactions that occur through it. Based on this ratio, a good course of action would be to identify what 20% of your website is responsible for delivering the 80% of return, and do more of it...

So with the 80-20 rule firmly in mind when building a site, the first and most obvious difference is the lack of unnecessary clutter. Everything on the site is there for a definite reason, and its presence must be justified.

The entire site is streamlined with the goal of bringing about a "most wanted response" from your prospect, whether it's to buy your product, make an enquiry via telephone or send an email.

If it doesn't sell your product or service, it's gone. Nothing is there for the hell of it, or because the designer wanted to let her creative juices flow.

It's set up in such a way to make your most wanted response as easy as possible to achieve, which usually is to have your prospect buy or get in touch.

Nothing else is on the agenda, except creating a lean selling machine. There are no links to social media sites like Facebook, Twitter or anywhere else where attention will be lost.

This leads me onto a fatal mistake most Irish business' make with their marketing...

How the world's most popular website could be costing your business money

Facebook. Great for splurging hours on idle chit chat. Bad for business however.

I know what you're thinking. You've been told a Facebook page is critical for the success of your business.

That because your customers are using social media, you need to regularly *engage* with them.

Or by 'missing out' on the social media phenomenon, you're leaving money on the table.

Wrong.

Nothing could be further from the truth.

Earl Nightingale, the legendary American motivational speaker often referred to as the "Dean of Personal Development" once stated..

"Whatever the great majority are doing, do the opposite"

When it comes to social media, this saying holds particularly true.

You see, as human beings we're often guilty of giving in to "Shiny Object Syndrome". Me? Sure I'm as guilty as anyone else. As soon as I see something I think can help me improve my life, I'm all over it like a rash...

As humans we're hardwired to seek out the latest and greatest thing despite the fact all evidence points to it being largely a waste of time.

And that's what happens to the vast majority of business owners who use Facebook to market their business. It drains their time, patience and money leaving them world weary and destroying any faith they may have online marketing works.

Facebook's failure as an effective medium to market your business is down to three key factors:

1. **Measuring your return on investment is inaccurate and unreliable, despite what the social media apologists will say –** Imagine a scenario where you are about to open up a new branch of your business. You've done no research as to whether it'd going to be a viable proposition or not. You've budgeted nothing to the day to day running of the branch and you've no systems in place to make it run smoothly. Essentially, you're going to be flying blind with not even the slightest clue as to whether things are going to work out or not.

    As a business owner who values planning and needs a degree of certainty in how they run their affairs, how would that new venture make you feel given the circumstances?

    Yet that's what using Facebook to market your business amounts to. There simply is no way to gauge whether your efforts are working or not because your return on investment in terms of both time and money cannot be accurately measured.

    The apologists will point to measuring tools like Facebook Insights and Twitter Analytics. The brutal truth is while they may give you *some* idea as to how successful your efforts are, they don't give you the full picture.

    So, while Facebook may work for *some* businesses, I also hear winning the lottery may work for *some* people as a means of wealth generation. For most of us however, both are poor strategies.

2. **When was the last time anybody went looking for a service or product on Facebook?** - I never have. I've never met anyone who has either. Facebook is great for messing and idle gossip, but it's not where anyone specifically goes to find out about a product or business.

3. **Gaining and successfully holding your prospect's attention on Facebook amounts to a fool's errand -** Think about it. Your prospect's attention is being dragged in a million different directions. How much of his fleeting attention span is he going to devote to information on your new "buy one, get one FREE deal" when he has a disco-dancing cat to watch?

Seeing as Facebook is such a poor way to market your business, what is working then...

Well before I attempt to answer that, ask yourself a question. How you are really perceived and positioned? Are you the business people go to because you are close by, or do they visit you because they truly value your knowledge and expertise?

While you may be professional and always hold yourself and your business to the highest standards, is your customer base aware of how great you *really* are? Have you and your business positioned yourself in accordance with your own self image?

The traditional way of marketing is to shout from the rooftops about how long you've been in business.

About how all our staff are trained to the highest level and how our customers are our number one priority. And while establishing your credentials is certainly important, in and of itself it doesn't demonstrate you have the chops to solve their problems.

It doesn't show your prospect you have the talent to solve their problems any better than the same business down the road. They've no way of knowing if you're *really* the guy or gal they'd want to trust with custom.

They know you can do the job. They just don't know *how* well you can do it.

How can this be achieved using your website?

Let me show you how.

The single most easy and fast way for your business to double or even triple its profits immediately – a little-known strategy only elite Irish businesses are using

Ever ask why it is a customer favours one business over another? Why they keep going back to one particular business, even though you know they mightn't necessarily be the best technically at what they do? Well, it's all down to the relationship that has been cultivated and nurtured between the business and the customer. It's down to the trust that exists.

So, how *does* a website invoke trust between a business and its customers?

Well, I'll answer that question in just a moment -- but first I'd like to share with you some figures which show you how a business typically loses its customers:

- 1% die
- 3% move away
- 5% switch to another provider on the advice of a friend or relative
- 9% percent move due to price considerations
- 14% switch due to customer dissatisfaction..

The above only accounts for 32% of all customer losses. While some of those reasons are certainly things any business can work at preventing it still asks a bigger question. Why do the other 68% of customers leave?

Because the businesses let them. They just didn't care enough or make any sort of effort to hold onto them. They never demonstrated how valuable they are to them, or they never reached out in any meaningful way to show how appreciated they were.

Turning a lukewarm customer base into a loyal "tribe" who view you as the "Go-To-Guru" in your locality

It's an unfortunate fact that most, if not all businesses have no relationship to speak of with their customers. Sure, they might reach out to them once in a while by sending them an occasional email or direct mail piece, but does that constitute a 'relationship?'

Unfortunately, it doesn't.

A living, breathing relationship with your customers where they look forward to your correspondence and hang on your every word is worth its weight in gold. A relationship where you and **only** you are the 'go-to-guru' for all matters within your niche.

<mark>And list building via your website is the quickest and easiest way of doing it.</mark>

Now, email marketing has something of a bad reputation and it's not without good reason. It's a communicative medium that's been routinely misused by everyone from Viagra peddling spammers to out of touch big companies.

If you're like most folks, your experience of receiving an email from a corporation will resemble something like this..
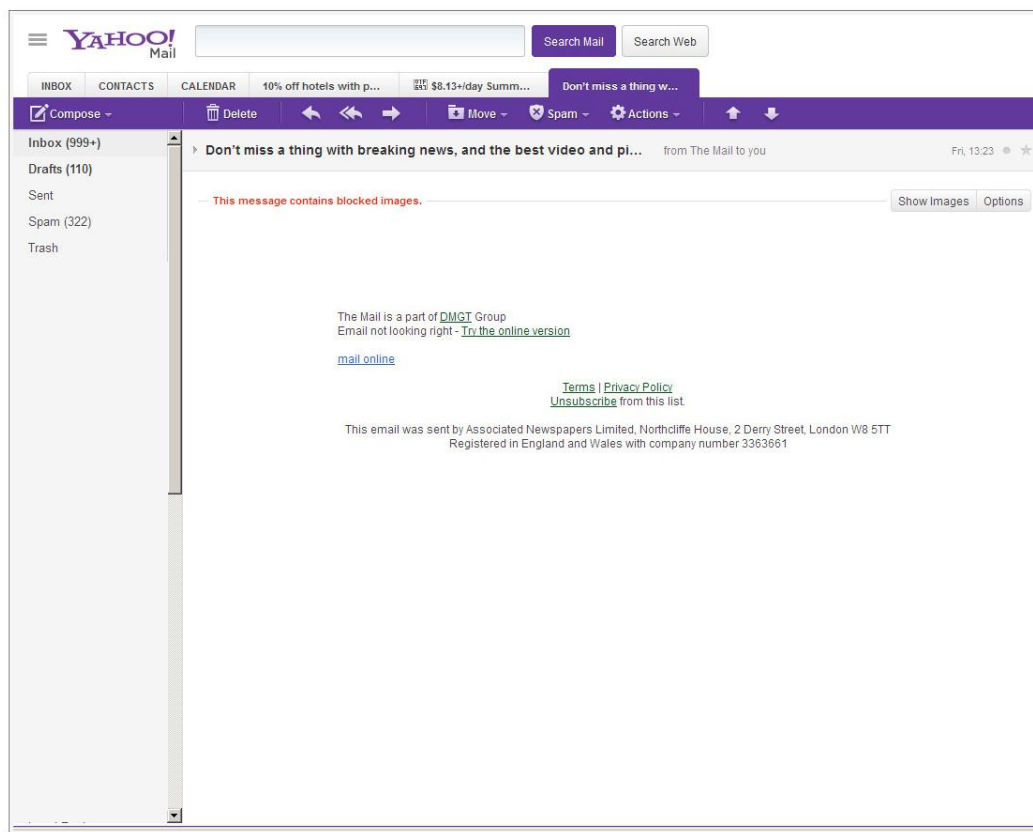
It's no secret big companies seem to live in their own little bubble as to what constitutes the real world, but even taking this into account their approach to email marketing really has me scratching my noggin. Why anyone would send emails that don't show correctly in most browsers is beyond my understanding.

And I don't need really need to show you where Viagra spammers go wrong, do I?

The truth is that because most companies are scared of how to use email properly, they won't touch it with a bargepole.

If they do try it, they're usually unsuccessful for the following reasons..

1. **By being irrelevant -** I visited a physiotherapist two years ago to undergo some treatment on my back, and just recently out of the blue I received an email from them. Aside from making the fatal mistake of emailing me some two years after I visited them (a point which I shall cover next) the email consisted of some the most self-obsessed babble I've read in quite some time. It consisted of information regarding the physio's new baby, and a few paragraphs devoted entirely to a manager's upcoming wedding. There was nothing whatsoever about how they may be of service to me, a potential prospect.

2. **Not emailing often enough -** This is a bit counter intuitive, but makes sense when you think about it. This goes back to what I mentioned earlier about how businesses..

(Next page please ->)

typically lose customers. By keeping in regular touch, you show you care about them and their problems, helping to keep the relationship you have with your customers solid.

3. **Talking in a boring, self-obsessed or corporate style -** Remember, your emails **must** be about your customer, not you. By all means talk about what's going on with your business. But it ultimately you must tie it in to your customer and their problems, and not make it all about you.

4. **Over reliance on meaningless images and html as per the image on the previous page -** Remember to KISS in your emails, always (Keep It Simple!)

When done correctly list building and subsequent email follow up is probably the most effective means of marketing your business there is.

You can create income on demand. Have a special on? Inform your "tribe".

Just say you are a restaurant owner and wish to fill your restaurant during a quiet spell? Let your "tribe" know all about it.

John Lennon once said, "I think I'll write me a swimming pool" .What he meant was he could write a song knowing it would generate a large sum of money. As a business owner, you don't write songs, but you *can* get in touch with your "tribe" and inform them of your special 20% deal you are running for September.

When you reach out your prospect list and take the time to develop a proper and meaningful relationship with them your sales will go through the roof.

It's a strategy only the top businesses in Ireland are using, and from what I hear they'd like it kept it to themselves.

But if you'd like to join the ranks of the elite, it's something you should be giving serious consideration to also.

For any business owner, the most profitable exercise you can ever undertake is the building of your "tribe". Experts will debate until the cows come home as to what a business's most valuable asset is, but without a solid and interested customer base, revenue generation **will** grind to a halt.

Even if you've the plushest, nicely kitted out office in the country.

Or have the hardest working team around for miles....

Building a mansion on quicksand – why web design fundamentals are key

None of these strategies are worth much unless the fundamentals are present.

Unless you have a solid foundation, building a tribe is going to prove tricky. If your website is not set up to sell from the get-go you're already fighting a losing battle.

You might as well build a mansion on a bed of quicksand.

If your site is **not** designed in such a way that uniquely answers their problems, what is there to separate you from all the other competing voices out there, looking for a slice of the pie?

Nothing.

So that's why it's imperative your business has a website built with fundamental direct response principles at its core.

Otherwise, attracting customers becomes quite difficult.

Granted, our approach isn't to everyone's liking which I totally understand. Maybe it makes you uncomfortable, and that's a good thing. It can be good to occasionally leave one's comfort zone and expose themselves to new ideas.

Some even find it too "in your face", or even crass. I'll never forget the business owner who once told me my approach would have lowered the tone of his business and as such, he wasn't interested.

Alas when I passed his premises some 6 months later to drop something by, he was nowhere to be seen. He had gone out of business.

So if you believe *strongly* in brand awareness, the power of your brand, image advertising or in fuzzy notions like 'getting your name out there' then it's possible I not for you.

But if you're in the business of using your website to boost your sales, and increase your profits then you need to talk to me.

My approach is straightforward.

I build simple, robust websites which stand the test of time. Websites that are lean, mean selling machines that have no other objective in mind **but** to sell your services.

Many of my clients have seen increases of the order of 27% in business as little as four weeks after one of my site re-designs.

But I don't expect you to believe any of this. Why would you?

So, I'll let some of my valued clients speak for themselves...

"An increase in business of the order of 27%"

"I wasn't quite sure what to make of Pearl Design at the beginning, as everything Keith told me was the complete opposite of what we'd been doing already. We used to do well enough from our old website, getting business from as far away as China, but we felt we could be doing more. However, he eventually won us over to his way to thinking. With our new website and online marketing strategy we've had an increase in business of the order of 27%"

Tom Coady,

CSC Shipping Ltd,

www.cscshipping.ie

"Positive ROI from the very beginning"

"As a start-up business, it was very important for us to 'hit the ground running' and for our web site to deliver results from the very beginning. With Pearl Design's help we've already built a subscriber list of well over 1000 subscribers that enabled us to immediately reach out to our customer base and start winning business immediately"

Greg Coyle,

Director,

Applied Innovation,

www.appliedinnovation.ie

"We feel kinda' special"

"If it hadn't been for Pearl Design we'd still be plugging our demo out to every record company out there, and still be getting doors slammed in our faces. They showed us a new way to market ourselves using the internet, something that not many other bands are doing. We feel kinda special…!"

Elina Bergman,

Kill Krinkle Club

www.killkrinkleclub.com

Here's what I'm offering

So why else should you use me? Well, here's what you'll get for starters…

- **A clean, crisp and elegant website optimised for increased sales and lead generation -** My websites will never win awards. My competitors **will** create prettier websites. But they won't make your service **sell** better. Now that's not to say I pay no heed to design, because I do. It's just my main focus is on creating designs that sell your service, *not* make me look good. Personally, I place riches ahead of recognition. How about you?
- **An easy to manage website -** My websites are so simple to run anyone from your eight year old niece to your 88 year old granny could run them with one eye on Fair City, and the other on your website. It's really that simple.
- **A lightning fast turnaround Usain Bolt would be proud of** – Because I have an extensive team of developers and designers, I don't take an age to get you up and…

running on the web. <u>Provided I get all the relevant information I need from you</u>, you'll have your website live and getting business within 7-10 days.

- **Free €100 Google Adwords advertising voucher** – As soon as your site goes live, you can already start getting customers. A free €100 voucher means you can have as many as 400 targeted, interested prospects looking to buy straight away. No waiting for months for Google to index your site and *maybe* decide to rank your site, depending on how the 'Big G' feels that morning. You take getting traffic back in your hands, where it belongs. Can you just imagine how valuable 400 buyers to your door would be? And I'll manage the spend for you so you get the most targeted traffic possible to your website, not "looky-loo" tyre kickers intent on wasting your time and patience. Just make sure you can handle it, okay?

- **Rest easy with my 'iron-clad' lifetime guarantee** – If, for whatever reason you're not happy with the way your website is performing, I'll refund you every cent of your hard earned money. Every last cent, quibble free. For life.

- **Unsure how something works? No problem! Free support for the first 12 months provided** - If anything breaks down or should any other problems arise, you don't need to worry, I've got your back.

- **20 Free Email Addresses Provided** - Ditch the tacky Gmail business email address in favour of a professional domain-connected email address.

- **Not sure you'll be able to update the site yourself, or otherwise manage it?** - Free one hour one-on-one training session via Skype to eliminate any doubts or fears you have of managing your website.

- **Free 12 Month Hosting** – Relax. Your website has a home already waiting for it. I'll take care of the hosting so your website has its home ready and prepared for it on the internet.

- **Free domain name purchase** – It's all part of the package. I'll take care of buying your domain name so you don't have to. If you've already purchased your domain name or have a website, then I'll take care of the domain name transfer for you.

- **Jargon-free, no nonsense dealings** – If you're tired of dealing with Klingon-speaking web designers who bamboozle you with technical terminology, rest assured all dealings with me will be in plain, easy to understand English.

So is it possible I can help you?

Maybe, maybe not.

You can find out with just one phone call. But before you're tempted to call me, here are six things for you to consider to see if your business is a good fit:

1. **You must have an ethical first class product or service -** No matter how great your website, if your customer base feels aggrieved, then it will fail, and so will we.
2. **I am not cheap -** If you want to roll with the low-ballers, I can recommend plenty of names. Dublin is littered with bargain basement designers if that's what you require. But on balance, I'm amongst the cheapest in Dublin. You see, if you think hiring professionals is expensive, just wait until you hire an amateur…

3. **You must be able to handle the increase in business -** Often, businesses who grow quickly are completely unprepared for the increase in volume that comes their way and consequently their staff become overwhelmed. Orders get mixed up, deliveries go undelivered and other problems arise as a result of not being able to cope. So unless your business is in a position to deal with an increase in volume, then I won't be a good match for you.
4. **You must have an open mind and be capable of dealing with the cold, harsh truth** - I don't mince my words and I'm fond of using language that's honest and direct. But the way I see it, there's money on the line. Niceties, indirectness and 'beating around the bush' have no place in such a scenario. It's for the good of your business the truth be spoken at all times, however painful it may be.
5. **Your business must be making *some* money -** If your business is teetering on the edge of bankruptcy, I'm afraid I can't help you.
6. **You must buy into my way of marketing –** As I've alluded to before, I don't believe in fuzzy big marketing agency concepts like 'brand identity'. If you do, I'm afraid I will not be able to help you.

Now maybe all this seems to your liking, and it's possible you're eager to get started. But there are still a few things you're unsure of, correct?

You haven't mentioned any prices. What sort of dough are we talking about for a site design?

Yes, I certainly don't come cheap. And the final price for your website will depend entirely on your needs, so unfortunately I'm unable to provide any sort of 'one price fits all' pricing structure. Suffice to say I'm competitive, but there are plenty of cheaper options should price be an issue. I'm happy to recommend some other companies to you should that be the case. But as I mentioned before, a cheap and cheerful, non-sales orientated design is something that **will** cost you money in the long run.

Ask yourself this simple question, is the cheapest option *always* the best option?

Would you shop around for a no frills bargain-basement heart surgeon to correct your little daughter's heart murmur?

What about a cheap, low rent pilot to take you on that long transatlantic trip to New York?

When it comes to matters beyond trivial importance quality should be your main priority. Your business is no different and needs the best to ensure you get the best service possible.

Listen, I don't blame you for viewing a website in the same way as any other marketing medium. As business owners, we've all been misled by ad reps who sold us advertising that didn't live up the hype.

We've been trained to view marketing as an expense that *might* bring us a return, if we're lucky.

Chances are you probably feel the same way about a website....

That you view it as an expense or a cost.

An expense like rent, electricity or having to pay the taxman every October.

So I totally understand where you're coming from.

But when a website is set up to sell and its metrics are tracked to accurately gauge its return on investment, what was previously an expense turns into a profit producing investment. An asset that throws off leads and customers at will, boosting your profits.

Our business already has a website; it's serving us well thanks very much. I don't think there is very much you can offers us.

It's quite possible your website is serving you well.

But do you know just *how* well it's serving you?

How do you *really* know how effective it is?

Are you able to accurately track and monitor its effectiveness?

What about your spend on "Pay Per Click" advertising?

Can you state the approximate amount your website has generated for your business since it went live?

Is it set up to actively sell your service to your prospect, rather than just *tell* him or her about it?

So you see, you may be correct, it's quite possible it's doing *okay*. But ask yourself this question; are you happy with just *okay*? Are you content with average? If you are, well there's no shame in that. But if you're not and would like to see what your website can *really* do for your business, you need to speak with me, today.

We simply don't need a website. Most of our business isn't online and we do perfectly well through word of mouth.

Unless your business is selling illegal drugs or another 'industry' you'd rather keep quiet, a website is as important to you as hiring staff or keeping your books.

It's quite possible you already do perfectly well through referrals and old-school sales strategies. So if you're happy keeping your business at the level it's at right now, then you shouldn't get in touch.

On the other hand, if you're finally ready to open up your business to previously unchartered revenue generating opportunities, then you need to speak with me as soon as possible....

Yes! A Pearl Design website sounds like just what my business needs to help it boost its profits. So how do I get in touch?

Whoa! Hold your horses! Firstly before you call, you need to understand there's a strong possibility I mightn't be able to help you. It's possible that you won't be able to afford my fees, and there's also the possibility that your business may not be ethically to my liking (eg gambling, certain 'health' niches etc). So we would hate to waste both your time and mine by calling me when I'm simply not a good fit for your business.

So here's the deal..

If you're truly certain you can work with me then the next step is to schedule an appointment by calling 087-7426631 to talk to me, Keith Commins, in person.

Call me today on 087-7426631 and make that appointment.

Keith Commins,

Aka 'Ireland's ONLY Direct Response Web Designer

Pearl Design Dublin,

www.pearldesign.ie

PS: A quick reminder about my lifetime, no quibble guarantee. If you're not happy about the level of business your website has generated then I'll refund you every cent of your money.

It's that straightforward….

Maybe you just don't like the colour.

Maybe it's the way the design suddenly looks at you.

Or maybe you just don't like the fonts anymore.

Who knows? Whatever the reason, your website is covered by my "iron-clad" lifetime guarantee.

So you've nothing to lose, and a website that turns over leads and converts customers like crazy to gain. Call me, Keith Commins today on 087-7426631 to get your lifetime guaranteed profit producing website.