

3 November 2011

**Re: Design Fresh Web design Specialists**

To whom it may concern

PolarSeal Tapes & Conversions had a new website designed & built by Design Fresh earlier this year. We had a website for a number of years which brought us very little business. Being naïve about the operating mechanism behind websites, we decided to ask some Web designers for advice.

Design Fresh was recommended to us & from the first phone call, I was impressed with the professional way my enquiry was handled by Darren Lynch. The focus was not on getting our order, taking the money & running, rather, it was one of understanding the basis of our existing website & explaining what we needed to do to get from where we were, to where we needed to be.

It was carefully explained, that it was not exactly how the website looked that mattered, (although most important), but what code it was written in. It is by this code that the Search Engines like Google find the key words that our prospects used to look for us . We were given a couple of options to improve our web traffic. We could have re-written the code behind our current site, or start again. Due to the cost effectiveness of the option to start again, we decided to take this route. It opened up a whole range of options, including news, "columns", "contact us" on every page and the ability to change the content as & when we wished.

We had a visit from Darren, who looked at the type of business we were in & also looked at the type of literature that we had. This was necessary to get a feel fore the type of company we were & the type of customer we were looking to attract. Different keywords were researched in our industry & a fair amount of work was carried out together on Google Analytics to make sure we were putting in the right content, in the right code.

Design Fresh then went away & built the framework for the site & we discussed this together by phone & email. The framework was filled out, images were exchanges & the site started to come together.

Within 4- 6 weeks the draft was complete & we worked together on the site, without requiring another visit, until we felt it was ready to launch.

Once the site had gone live, we had a couple of minor points which needed adjustment & Darren Lynch was just as enthusiastic in helping us sort these out after the site was complete, as he was in the beginning. These included a personal automated reply message for site visitors, which Darren sorted out for us very quickly.

Another important after sales service is Web Site Optimisation, or SEO (Search Engine Optimisation). This ensures that although you have worked hard to build your site with the correct code & the correct key words in order to get the optimum hits, you need to keep it maintained – another concept we knew nothing about. This was also explained & a service offered by Design Fresh.

I think I can say that it is a long time since I have dealt with a company that does exactly what it says. It has been a pleasure working with Design Fresh & would highly recommend them as a professional, competent company. We are very happy with the results, check it out for yourself: [www.polarseal.net](http://www.polarseal.net)

Kind regards

**Greg Devenish**

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Business Development Manager