



**SARASOTA GLASS & MIRROR**

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Eighteen months ago we decided to move our internet marketing from Idearc Media, Verizon SuperPages and Yellow Book to John Atkin of WSI.

We were of the opinion that we were drastically overpaying Idearc for their services, or lack of in some instances and that someone offering a more personal and regular service with a professionally custom designed website would be a better option.

In the last twelve months the number of visits to our website from search engines has increased by **49%**, that's a terrific result at any time but even better in this economy. What's more, at no time have we had to advertise in the Sponsored Links (Pay-Per-Click) section of the search engines which Idearc Media/Verizon and Yellow Book charged us for.

We now have a clear, easy to navigate, visitor friendly website and because of the unique phone number provided by John Atkin we know that 33% of visitors to the website actually pick up the phone and call us – great response.

John Atkin visits our office monthly to discuss the analytics of the site which includes the number of visitors, the different pages viewed and the average time spent on each page, keyword phrases used in order to find the website, where in the World these visitors came from, as an example this month we've had a visitor from London, England who searched for mirror shops in Sarasota – without the optimization on the website provided by John Atkin we would not have had this customer.

Overall we are very pleased that we moved from Idearc Media/Verizon to the personal service provided by John Atkin.

Scott Brigham  
Owner

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**Serving Our Customers For 33 Years!**