



Case Study: Ardanach Lettings

Bespoke website development and logo design

Carol Dickie has been involved in the Ayrshire letting market since 1997. Having been a landlord herself, she understands the worries and concerns from a landlord point of view, not just as an agent. Now with her newly opened office, Árdanach Lettings offers local knowledge and expert advice throughout North, East and South Ayrshire.

“Blinkered and in particular Kevin were fantastic to work with. It’s like having someone in your court, someone who cares about your business. Kevin listened and delivered. I’m happy to say that their ‘value for money’ has been second to none!”

Carol Dickie, Owner
Árdanach Lettings

Professional website to generate quick interest

Carol recently started her own business and it was paramount that she generates interest in her services as quickly as possible. She was seeking assistance in the development of a professional website that would showcase her knowledge and the services she provides.

“Knowing how much Kevin and his company Blinkered had assisted several of my contacts made him my first port of call. I wanted a clean, bright website without an overload of text. Blinkered were fantastic to work with. Kevin listened to my thoughts about how I wanted my website and logo to look and gave me a very helpful questionnaire which assisted in focusing on what I wanted to convey to potential clients.” Says Carol Dickie

“I am happy to suggest Blinkered to anyone considering a new website or restructuring their current website. I’d definitely advise that they speak to Kevin before making a decision with any other company.”

Carol Dickie, Owner
Árdanach Lettings

Summary

Much of Carol’s business is generated through her website and media advertising. You can check **Árdanach Lettings** bespoke website here: <http://www.ardanachlettings.co.uk/>

When asked what words she would use to describe Blinkered, Carol offered the following: **Professional, experts in their field, caring, understanding, good listeners.**



What we're about

Blinkered is all about delivering a **bespoke personal service**, with the sole focus on **getting results**. We pride ourselves on understanding the framework of small and medium enterprises, and their individual needs for any marketing investment. As well as promoting your business, finding new prospects and winning you new clients, we're about building relationships, getting you viewed as the expert in your field and improving your bottom line.

What we're not about

We're not aiming to win design awards for our clients or even to flatter our egos by making pretty websites. We're not interested in putting your site on Page 1 of Google for phrases that flood your business with incorrect traffic. We're not interested in engaging you in meaningless conversations about social media strategy. For us, it's all about creating sites that are professional and deliver a tangible result.

What our values are and why they are important to our clients

Our core values are **honesty, flexibility, integrity** and **treating people with the respect they deserve** – this is the very foundation of how we do business. All our proposals are **transparent**: if we don't feel we can add value then we'll tell you from the outset, and we will never take on a client if we don't believe we can significantly improve current results.

Why we are different and why that's important to clients

Unlike other web creation, search engine, social media or digital marketing companies which are founded and led by design or technology people, Blinkered is run by a veteran entrepreneur. ([Read more about company founder and CEO, Kevin Ashcroft, here](#)). The major advantage Kevin's unique corporate experience provides is the **personal touch**.

Typically in business, new clients deal initially with a partner or director. Once the contract is signed and sealed, the actual work is then gradually passed down the ranks and may ultimately end up in the hands of the office junior. With Blinkered, Kevin will be your main point of contact throughout, working alongside skilled outsourced experts operating at the top of their professions to provide the best service, result and return on investment.

It's not just a case of what you see is what you get; it's **who you see is what you get**.

Feel free to [contact us to arrange a chat or meeting about digital marketing](#).

We'd be delighted to hear from you.

www.blinkered.co.uk

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