



Case Study: Cool & Easy

Adding Value

Cool & Easy business operations are directed at the supply, installation, repair and maintenance of air conditioning, ventilation and refrigeration systems, serving mainly the commercial sector.

They have vast experience in managing and delivering contracts. Their provision of on-going training and the personal development of staff is a key component which helps makes their service exceptional, progressive and forward thinking.

“Having had two unsatisfactory web sites built previously, I was focussed on selecting a partner who could deliver as promised.

The result in working with Blinkered is the completion of our new web site which presents our company in a more professional light.

Kevin made lots of promises and has delivered on all of them.”

**Brad Barker,
Managing Director, Cool & Easy**

An easy to use and SEO friendly website

Brad Barker, Managing Director, explains, “I was seeking a solution. I wanted a clean and easy to use website, which could be easily updated, and would work well from an SEO prospective to improve our placement in Google search results.”

We understood the needs of Cool & Easy and created a [website](#) that is crisp and clean, and can be easily maintained and developed as company’s needs change.

Brad continues: “Blinkered provided a very professional service and was always happy to alter things to our liking. I still had to continue running my business and Kevin realised this and was very patient in terms of my response to questions.”

“Trust assured Blinkered are a real service provider and are all about the customer and their needs.

I feel this is a fantastic quality to have in the industries they work in.”

**Brad Barker,
Managing Director, Cool & Easy**

Summary

Blinkered submitted a quotation, which sat at the lower end compared to others. *Brad Barker says “This did worry me, however, after consultations, Kevin made me feel confident in my decision. He reassured me that you don’t have to spend £5,000 to get a great website. Blinkered offer a quality service that’s great value for money and I hope to continue working with them for years to come.”*



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 ranking your site on Page 1 of Google for keywords that bring floods of traffic from the wrong target audience (people who won't buy!). 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**: We'll tell you from the outset if we don't feel that we can add value to your business, 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](#)). Kevin's unique corporate experience provides a major advantage, with the benefit of **personal touch**.

In most businesses, clients will typically deal with a partner or director during the initial contact. 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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