



BLINKERED

## Case Study: Scottish Engineering

### Website Development

**Scottish Engineering** supports Scotland's engineering manufacturing industry via membership, training, events and consultancy. Furthermore it promotes the sector's interests and raises awareness to those outwith the industry.

The organisation required an enhanced website to promote Scottish Engineering in a positive manner. In short, the Scottish Engineering website needed to be **brought into the 21<sup>st</sup> century to attract new business.**

*"Understanding the requirements of Scottish Engineering was a major benefit. Directing us on how best to advance was also excellent.*

*As for value for money - simply exceptional."*

**Ed Smith**  
Finance Director, Scottish Engineering

### Professional Company, Perceptive Experts and Exceptional Value For Money

Kevin Ashcroft and the **Blinkered** team developed a professional and aesthetically pleasing WordPress website for Scottish Engineering <http://www.scottishengineering.org.uk/> in accordance with the client's objectives.

The homepage design is modern with easily accessible links to **news, membership benefits, blogs and consultancy services**. The vast amount of information within the website **depicts Scottish Engineering as credible and knowledgeable**, and the simply layout makes it easy for members to locate what they need, and helps attract new business.

After an excellent working relationship, Scottish Engineering were confident that Blinkered would help with future website improvements, and knew they would receive all the support they required.

*"Our previous website was built in Joomla which we found difficult and cumbersome to use.*

*The new WordPress website has been a revelation! It's easy to use, intuitive and many of the team are now contributing to the content on our website."*

**Ed Smith**  
Finance Director, Scottish Engineering

### Summary

Blinkered developed a customised, modern WordPress website for Scottish Engineering which was far more manageable and easier to update.

Its improved looks and navigation have enticed members to use the website more actively.

*"Blinkered is a company who cares about their clients and their requirements,"* says Ed.

[www.blinkered.co.uk](http://www.blinkered.co.uk)

0844 846 2808



### 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**.

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