



BLINKERED

## Case Study: Glenview Cottage

### Mobile Friendly Web Development

**Glenview Cottage** is a spacious cottage located in its own woodland close to Dumfries. As a property owned by the proprietors of Millbank Parkland Venison, the cottage was originally part of the parkland website.

However, the owners were keen to market Glenview Cottage as a separate entity, and were seeking a **mobile friendly website** that could be **integrated with their existing booking and customer review systems**.

*"Blinkered are an efficiently run international company, who will listen to your requirements and produce a website that actually meets your needs."*

Emma Boyes,  
Glenview Cottage Owner

### Website Design, Development with Booking & Reviews Integration

Blinkered created a bespoke **website** - <http://www.glenviewholidays.co.uk/> which showcases the cottage with a wide range of interior and exterior shots. The key messages the owners wanted to portray are shown - namely family friendly, accessibility friendly and pet friendly. Furthermore the website was designed to provide a wealth of information about things to do in the area.

The website allows visitors to **check availability and book online** easily. **Guest reviews** are displayed prominently at the bottom of the homepage, alongside the awards and member association logos.

The website was designed with mobile devices in mind, ensuring it offers a **great user experience on desktops, tablets and smart phones alike**.

"We're happy to have a quality website which reflects the quality of our property," said Emma.

*"Blinkered provided an efficient timely service with a fantastic visual product. It was good value for money and the aftercare service has been completely tailored to my needs."*

Emma Boyes,  
Glenview Cottage Owner

### Summary

Blinkered worked closely with the client to create a quality website to closely match the client's requirements. The result? An eye-catching mobile friendly website, that clearly explains what is on offer, and allows guests to book directly online.

*"I would describe Blinkered as communicative, efficient and very professional,"* says Emma.



### 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**.

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

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