



BLINKERED

## Case Study: Sharon Collins

### Website Design

**Sharon Collins** is a clinical psychologist who was seeking a website to promote herself directly to private patients and to provide information for patients who have been referred to her.

She wanted a simple website that immediately conveyed the types of therapies that she offers, and to give an in-depth overview of her experience and areas of expertise.

*"Blinkered provided a professional high quality site and customer interface. Their way of working was excellent for a non-technical person like myself."*

**Sharon Collins,**  
Clinical Psychologist

### Brand New Website Design

Sharon hadn't had a website before and so was a little unsure about the process of getting a new website created for her. The Blinkered team were able to explain the process - from creating **web page mockups** and proposing a **user-friendly navigation**, to explaining exactly why a website needs to be hosted.

Once the overall look of the website had been approved, Blinkered created a simple yet eye-catching 5 page website **www.sharoncollinspsych.co.uk** It outlines Sharon's skills, specialisms and background, and what patients should expect during a psychological session. The website also includes a contact form and associated thank-you page.

Blinkered also registered the domain name, set up an email address for Sharon and set up the website hosting.

On-page search engine optimisation was also undertaken to help the website get found in the search results for specific relevant terms.

*"Blinkered gave a clear explanation of the way that the site needs to be hosted to show up on search engines. The team worked flexibly, kept to timelines, and overall the project was good value for money."*

**Sharon Collins,**  
Psychologist

### Summary

Blinkered provided a website with a clean design and simple navigation to ensure website visitors would immediately find her website professional and of value.

**"Kevin and the team gave me some clear and easy follow tips to help me,"** says Sharon, **"and I am looking forward to adding more patient testimonials and blogs to my new site"**.



### 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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