



## The £1 Million Ecommerce Strategy :

44 Techniques To Quickly Get Your Ecommerce Website To £1 Million & More

**Important:** These techniques are borne out of 10 years experience in helping our clients build and develop their ecommerce businesses.

Some clients have got to £1 Million in sales from nothing, in less than a year. These tips & techniques – when combined and actioned – are extremely powerful. But like most things, if you just read this, and then forget about it, they won't do anything. Nothing happens without action! They need to be implemented and integrated into your business.

If you need any advice or assistance please do not hesitate to contact us on 01622 752435

### An Introduction

If you're reading this, you either already have an e-commerce website or are thinking about getting one. Congratulations. E-Commerce is currently booming, despite the recent financial slowdown people are still shopping online and the numbers of people coming online are growing. Certainly in places like the UK, we are only just scratching the surface of internet shoppers, and this is set to rise in the coming years, whatever the economic situation.



Online shopping offers advantages over conventional shopping: the ability to find the best price, the ability to find difficult products, the ability shop from home or office and have the items delivered straight to your door, are just but a few.

E-commerce offers a fast route to building a hugely successful and profitable business. In most markets, e-commerce will work. E-commerce success basically boils down to two principles: sales conversion and getting traffic.

In this guide we are going to look at how you can build a hugely successful e-commerce website and exactly how to do it. By the end of this document you will be able to sit down and devise a business strategy for your website, tailored to your particular market – as all markets are different and what works in one market will not necessarily work in another.

Lets look at conversions first. When we talk about conversions, we are talking about the science of converting visitors into paying customers. The objective is to convert as high as possible percentage of your visitors into purchases, and then out of those purchases, get them to spend as much money as possible. It's always a good idea to look at your sales conversion process first before you concentrate too much on getting traffic to your website. The reason for this is simple – it costs time and money to get traffic to your website, if you're not maximizing every visitor, getting as much revenue out of each visitor as possible, then you are wasting resources in getting traffic to your site.

Let's look at all the different factors that influence the conversion process.



### **1)What is your USP**

First you need to establish what your websites USP is (Unique Selling Point). What can you do better than everyone else in the market. Are your prices better? Is your customer service outstanding? Is your delivery free or extremely fast? Do you have best special offers? Do you have the largest product stock? Do you have best technical know? Is the quality of your products exceptional? Sit down and compare your business to your competitors and find something that sets yourself apart from the rest, it only needs to be one thing and then you must emphasize this point. If it can be more than point then great.



## **2) Establish Credibility**

You need to establish the credibility of your website in order for people to feel confident in buying from you. There are tens of thousands of websites out there, and people need to be confident in order to purchase from you. If they have never heard from you, then you must take action to establish credibility. The first point in credibility is having a professional looking website, so unless you have design skills, it is a distinct no-no to in designing your own e-commerce website. The reason being is that so much research has gone into the design of e-commerce websites from huge corporations such as Amazon.com and they know and have tested what works and doesn't work and an e-commerce web designer will know all about this. A professional design will pay dividends.



## **3) Branding**

Is your website well branded? Do you have a professionally looking logo and professional colour schemes? Is your branding consistent throughout your website and communications?

Branding tends to imply trust with consumers, as well as making your website look more professional. In the longer term, it helps people stay loyal if they feel an affinity with your brand.



## **4) Establish Trust**

Related to credibility you need to establish trust. Is your business completely transparent? Do you have all your contact details on the website? If you are hiding behind a PO Box address and not displaying a telephone contact number prominently then customers will think you have something to hide.

Trust can be established by the use of industry logos and safe-shopping logos. If you are a member of any industry bodies then use this to your advantage by displaying their logos on your web page. There are numerous safe shopping schemes 'such as internet shopping is safe' and 'check-rate', which you can join and get accredited to and display logos to gain extra trust. If your website has an SSL certificate, then display the SSL logo.



## **5)Payment Options**

It is certainly a good idea to have multiple payment options. Some customers like to pay with credit cards directly so a credit card merchant account is advisable with either a high-street bank or a third party payment processor such as Worldpay or Sagepay.

Then there are an awful lot of people who like to pay with PayPal. Paypal uses to have a reputation as being ebay traders payment provider of choice, but now PayPal is becoming more professional and pushing the benefits of paying with PayPal in that you don't have to give an e-commerce site your credit card numbers. Therefore a lot of people like paying with PayPal and you should give this payment option as well. For maximum effect give two options, one being PayPal and the other being credit cards.

Don't be tempted to go down the route of storing card details on your site, then running them through a PDQ machine to do the transaction. This has many pitfalls – Firstly, it is against the card companies terms of service, and any losses due to fraud (for instance, if hackers get their hands on the card details) will be your responsibility and could be high enough to put you out of business. And second, your customer is used to knowing instantly – at the point of purchase – if his card has been accepted or declined, and if you follow this route and subsequently find his card is declined, you'll be faced with an annoyed customer who though his goods were already en route.

It's worth raising the subject of fraud here; remember that any card transaction is not a cleared transaction – in effect, it's a bit like a cheque – it may "bounce" or in other words be "charged back" by the card company at some point in the future.

Therefore, it is advisable to carry out fraud checks, which may include telephoning customers with unusually large orders, or with delivery addresses overseas. Genuine customers won't mind, and it may help prevent losing money to fraud, particularly if you sell the type of goods that fraudsters like to target such as jewellery, electronics, computers etc.



## **6)Shipping Charges**

Are your shipping charges transparent? Are they easy for the customer to see and calculate? There's nothing more annoying than adding items to your shopping basket, and getting to the check out stage to find out a surprisingly high shipping charge has been added. This is a common reason why I for one will abandon a shopping cart when I'm shopping online when I can't see the charges. In fact a recent study found 43% of online shoppers abandon the shopping cart when faced with unexpectedly high shipping costs.

Make sure your shipping charges are easy to work out and prominently displayed on the home page – or at least a link to your shipping charges page, if they are a little difficult to calculate - for example, if you calculate shipping based on weight. Weight based shipping can be complicated for the customer to work out, so you really should consider having a more transparent shipping charge – perhaps based on value of order.



## **7)Terms and Conditions**

Do you have terms and conditions and privacy policy details? While most purchasers won't go through and read every word of the terms and conditions, they do serve to demonstrate you are a credible online merchant, as well as being a legal requirement in most countries.



## **8)Product Descriptions**

Are your product descriptions descriptive enough? Having detailed product descriptions is extremely important, to help the customer make an informed decision. Therefore do make sure your products are adequately described. The amount of text required will depend on the product, with more technical products such as electronics will require longer specifications. The more information you can give the customer so that the customer feels they have all the answers to their questions. The added benefit is that search engines will pick up all this text as well.



## **9)Photographs**

Are your product images doing your products justice? You must use good clean, high quality images for your e-commerce website. A picture paints a thousand words as they say and a good image will sell a product better than words can. Multiple images will help even more.

If you are relying on your suppliers images, make sure they are good quality and preferably on white backgrounds. Otherwise invest in having your products photograph by a professional photographer – do not attempt to do this yourself unless you are very competent with a camera. A professional photographer will have all the relevant equipment such as lighting and backgrounds and make your products desirable to the customer.



## **10)Check-out Procedure**

Go through your website as a customer, is it easy to checkout and purchase an item? You would be amazed at the number of large websites that make purchasing so difficult - I tried to buy car booster seats from Halfords – a major UK retailer – and boy, was that problematic. In the Firefox browser, I

could not even check out as it would not let me select my credit card type. I then had to open up internet explorer and tried to use that. I then encountered other problems and had to give up. This is a major major mistake. So do check that your checkout process works.



### **11) Use SSL Security**

Secure your website with an SSL Certificate when collecting customer data and credit card information. While your Payment Gateway will be SSL secure, customer account details on your site won't be, and while not mandatory, by doing so it instills customer confidence.



### **12)Ease of Use**

Is it easy for the customer to find what they are looking for? Are your products well categorized? Pay some attention to how your online store is laid out – almost as if you are building a bricks and mortar real world store – you need to pay some attention to how you organize your site. A search facility is mandatory. A customer must be able to find what they are looking for quickly – people are impatient online, and few people want to spend hours looking for a needle in a hay stack.



### **13)Technical information**

Do you have technical information on your website? If your products are technical in any way shape or form, then you must incorporate the relevant technical information as well as the product information. This may take the form of individual content pages with technical information and know how. The more information you can provide the customer the better informed he will be to make a buying decision, without needing to leave your site.



#### **14)Product Reviews**

Can you use product reviews on your website? These are obviously used by large retailers such as amazon.com for major effect, where they use customer reviews. But even so, there's nothing to stop you doing your own reviews, putting your own slant on the product. Reviews add a psychological edge – they help reassure the customer that they are making the correct decision.



#### **15)Customer Comments/Testimonials**

Once you've been in business for a while and you've got some positive feedback make sure you use this to your best advantage. Display this prominently on your site inter mingled in pages, rather than tucked away on a boring testimonial page. One good way is to make them into scrolling graphics, adding a little subtle movement to your site on your homepage.



#### **16)Individual Product Testimonials**

If you get good feedback from customers relating to individual products, then use these on the individual products pages, in the product descriptions.



#### **17)Cross sells**

Cross selling is when you attempt to sell a customer an additional product in addition to the product they are about to purchase. This is most commonly seen in boxes that say "Customers who bought this, also bought this" and it then suggests other products that they may go with the product you buy or compliment it. This is a great way to raise the average customer order

value, by showing them items that naturally go well with those they are looking at.

### **Avoid common mistakes**

A lot of the common e-commerce mistakes can be avoided with a competent web designer. However you should be aware of them, so here they are:



#### **18)Colour Backgrounds**

Coloured Backgrounds are very difficult to get right on e-commerce sites which is why you will see most of them have white backgrounds. The e-commerce such as Amazon, Ebay, Play.com have white backgrounds for a reason and that's because they have ploughed millions into research and found it works. There are exceptions to this, dark colours work in technology/luxury designer goods. But generally colored backgrounds can be tricky to work but this will depend on your market.



#### **19)Don't try to be too radical**

Don't insist on the use of lots of animation on your e-commerce site, it severely detracts the visitor from making a purchase and slows your site down considerably.

Generally customers expect to see a logo at the top of the page, with navigation at the top and/or left side of page. They have been conditioned to expect this so don't try to be radical. It will just lose you customers.



#### **20)Trying to get it perfect the first time**

You won't. It's a near impossibility to get your site perfect the first time as it's impossible to 100% know your market from the beginning. Your knowledge on what your market likes and dislikes and wants and doesn't

want will evolve over time, hence will your website. So to start with you can get it near as possible to perfect, and then watch your market carefully and take their feedback into account. It is futile spending months and months trying to second guess your customers and get your site perfect when you could be open and making some money and gathering important research data.



### **21) Loss Leaders**

Do you have loss leaders? Loss leading products are great to have as you can focus on the homepage. And these popular products in your market and will get customers adding a product to the basket. After the product has been added to the basket the customer is then more likely to see what else he can buy as he knows he will have to pay a shipping charge, so it would be more economical to buy another item.



### **22)Keep customers informed**

There's nothing worse than not knowing if you're order has been received properly and if it is on it's way or not. Keep the customer informed – confirm his order has been received, and let him know when it's been shipped.

Additionally, problems can and do occur. Stock can run out , so let them know if this happens and if there will be a delay. Preferably by phone or text message, as not everyone monitors email daily.



### **23)Customer priorities**

It's worth looking at the top five things consumers felt were important when recently surveyed, about making an ecommerce purchase:

- product overview (76%)
- merchant's guarantee (73%)
- stock status/availability (69%)
- image quality (67%)
- customer service links (65%)

## **Marketing: Getting Customers**

Now we are going to take a look at marketing your website, which is all about getting visitors to your website.



### **24) Know your customer**

In order to successfully market to your customer and get visitors who are prepared to spend money you must build a picture of your typical customer. What is he/she like, what sort of person are they, where does he go online? Only by building up an image of a typical customer can you formulate the best strategy to market to him.



### **25) AdWords**

Google Adwords will be the first port of call for most e-commerce store owners. It is easy to traffic from ad words and it can be set up very quickly. However it won't work in all markets so some careful consideration is in order. Firstly, are your products ones that customers would be like to search for or impulse buy that they may buy if the product is put in front of them but wouldn't know to search for it?

You can find this information online going to Google key search words tool and typing in your products and see how many searches they receive a month. You can have very broad key words such as rock climbing equipment

or very detailed such as product names like clamp-ons for rock climbing etc. This will give you a good idea whether ad words are suitable for your store or whether you need to consider other ideas listed here.

(Ad Words is a very in depth subject, and we have accompanying modules to go through it in more details, however here we will outline the basics)

### **Campaigns/Ad Groups**

Your advertising should be arranged into ad groups. An Ad Group is where you have one particular advertisement then the corresponding key words will lead to the ad being shown. You must pay attention to group them correctly, as the advert must follow on from key words or the customer will not click through to your web site.

### **Key Word Lists**

The Google keyword research tool is great for building up key word lists of applicable words, there are many other tools such as key tracker etc if you want to build bigger lists.

### **Conversion Tracking**

Conversion Tracking is essential in order to track which words trigger the sale. You can get the code from Google and get your web designer to incorporate this into your site. It will provide you with important data such as which words succeed or fail in bringing in the sales.

### **Quality Score**

Google operates a quality score system on ad word advertisers what this means in it takes the key word you are advertising and looking through your destination site and check if its relevant to the key word. This can get quite technical, but the basics are that you make the page you send people to is all about that key word. Your web designer should be able to advise you more on this.

### **Test, Track and Refine**

The key to being successful with ad words is to continually test what works and doesn't work and then refine continually testing new adverts against successful ones to find the optimum advert. Google has inbuilt tools that

allows you rotate different adverts and check which ones are getting the most. Once you get profitable with Google adwords, you can then invest more money or profits into the ads that are successful and drop the ones who are not.

### **Scaling up**

Once you have some experience with Google Adwords, and are finding words that are working for your business, you are then in the ideal position where you can scale up to other paper click search engines such as yahoo and msn ad center. The next stage after that would be to scale up to media buyers (banner advertising).



### **26) Search Engine Optimization**

Search Engine Optimization is an art form in itself. It is not just something you should tackle on your own and it is not a wise idea to rely on it solely. Getting search engine rankings is not automatic and rarely done by accident you need to speak an expert about this, and good SEO work costs money. However we can outline the main factors in getting good search engine rankings.

The main factors are having the key word phrase in the title of the page close to the beginning of the text of the page and scattered through intervals of the page. You can no longer stuff key words throughout a page willy nilly.

#### **Internal Linking.**

Your internal linking structure must be designed.

#### **External Link Building**

A major part of search engine rankings comes getting links from other websites to your website. Google basically treats a link from one website to another as a vote. The link should contain the keyword for maximum effect. You should never obtain links by using the same key words. The most valuable links are from authority websites and one way incoming links.

Links need to built on an ongoing gradual basis as Google has the technology to tell if links are created via un-natural method. Therefore the

ideal situation is to start slow and gradually increase the number of links. The services of a professional are advised in this aspect.

### **Other Information**

You can certainly do a lot to improve your search engine ranking just by being descriptive in the text about your product. Search engines index all text so the more descriptive you can be the better. Your e-commerce website admin area should allow you to enter the text to be used for the meta-title and description for important search engine tags.

### **Summary:**

Search Engine Optimization is a ever more competitive field, and if this is your main strategy in promoting your website, you should be prepared to engage the services of a professional. Otherwise, follow the pointers we have given you, and you will undoubtedly pick up some free extra traffic.



### **27)Ebay**

Ebay can be a good way to generate traffic to your E-commerce website. It may be you are an Ebay trader looking to expand out into your own e-commerce site. In which case you will like know these next strategies. If not, consider selecting some loss leading products for the purposes of lead generation. What we mean by this is simple: some popular selling products can be sold at a lost or close to cost price, in order to get a customer. Once you have a customer you can market him/her the rest of your product range.

For example there was a very successful seller of guitars on Ebay in the USA who use to sell guitar strings at a loss. He absolutely cleaned up in this market selling strings but what few people knew once he had the customer he would then market them his range of guitars and went on to sell a few guitars per customer. Consider if you can apply a similar principle to your product range.

If loss leaders would be practical to you, consider just selling the lower priced products on Ebay, this will keep your Ebay fees lower and allow you

to start to direct marketing to the customer and once you sell them the initial item, you can then draw them to your e-commerce site.



## **28) Shopping Comparison Sites**

Submit your product feeds to shopping comparison sites. Product feeds are merely data of your product range and name and prices which is then submitted to these sites and displayed on them. Shopping comparison sites often get good Google search ranking so it is a good way to piggy back on their position. Of course many of them charge so you will need to evaluate if this falls in your budget. It may be a good idea to submit only your best priced products or lost leaders, rather than your whole product range, particularly when there are low cost competitors. Google shopping is one you should consider as it is currently free, and you can do a Google search to see what other sites there are or type your product key words to what sites appear. Others such as Shopzilla, Kelkoo etc operate on a pay per click basis.



## **29) Social Media**

Social media or Web 2.0 are websites such as Facebook, Myspace, Digg, Twitter, etc. Which will have some degree of interaction. If your business lends itself to writing & producing content, then social media is a great way to engage with customers, get attention & promote your business.



## **30) Blogging**

You may want to consider setting up a blog about your product range or industry. A blog is simply a site where you post comments or content regarding a subject. Your blog can be set up as a part of your website or a

standalone site. You can write about relevant news or products to your industry, technical know how articles, and general comment etc. Blogs can be extremely effective as they rank fairly well due to the freshness of the content. One technique is to use Google alerts in order to inform you of any news relating to products or industries and then you can comment on them with your own slant.



### **31)Video**

The growth in video sites such as YouTube has been phenomenal, and it is the 3<sup>rd</sup> most visited site on the planet with over a billion visitors a day. Consider how you can utilize this to your best advantage.

- Product Reviews
- Technical Details
- How-To
- Ten of the Best

If you can make your video particularly funny, it has more chance of receiving extra free publicity. One such successful use of the video medium was a wine merchant who basically was filmed doing his own reviews on each wine in order to educate and inform customers, and his site became extremely popular.



### **32)Offline Advertising**

Magazine advertising can be effective in some markets to drive customers to e-commerce websites. But in order for it to be cost effective, there are some techniques you must follow. For instance, do not blindly place an ad in a magazine that says Hi this is my website come visit us, as you will get little success from this. Be proactive with the use of discount coupons eg. [www.golfclubsrus.com](http://www.golfclubsrus.com) offers a ten percent discount coupon to the readers of

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golf weekly. Alternatively the use of loss leaders is another way to bring customers to your site. Advertise a common product that you can offer at cost price or even a loss in order to drive customers to your website.

Specific special offers: If you have specific offers then show this in your advertising.

Make sure the magazines you choose to advertise in are specifically aimed at your target market. For example photographic suppliers should be in photographer's magazines and golfers advertisements should be in golfing magazines. Do not try to be too clever and cross over into other markets – while this is possible you need to walk before you can run. Finally make sure you test your advertisements, if you can measure your effectiveness then use it, if you can't do not use that method. For example the use of coupons can be tracked through your website.



### **33) Mailing Lists**

You may be able to do mail outs to mailing lists in your target market. If you search online for mailing lists you should find companies that can offer these facilities and then you can select lists to your target demographics or you may be able to find a list customers of the same product purchase. In order to use this effectively, again a good strategy would be to mail out a coupon discount voucher.



### **34) Repeat Business**

Once you have got a customer make sure you never let him/her go.

Keep in touch with your customer with regular notices and offers via email and new products in stock and if you have any good reviews let him/her know. If there are any technical developments in the field let him/her know. By keeping a regular customer communication you will make sure he buys again. I have lost count on the number of times that I have bought products

online as a result of a mailing from that website. One thing do not email too often. Once or twice a week is plenty.

Where customers have become inactive, not bought anything over six months, mail them out a discount coupon.



### **35) Loyalty Schemes**

Consider developing a loyalty scheme in order for customers to get points for every purchase they make in order for them to receive a discount think club cards.



### **36) Mail outs**

Occasionally you may want to do a physical mail out to your existing customers, in order to mix it up and get attention in case they have lost interest in digital contact. You'll be amazed at how effective this can be to resurrect long lost customers.



### **37) Fire Sale**

People love a bargain and the fire sale, and this American institution is a great way to get rid of old stock and get customers back onto your website.



### **38) Affiliate Schemes**

You may want to consider setting up an affiliate scheme whereby people can

earn a percentage commission in return for sending you customer. Affiliate schemes can be difficult to setup and administer, so it would be advisable if you are new to this, you should join a company that offers this like Linkshare or Commission Junction.



### **39) Forum Marketing**

If your target market is particularly active on forums make sure you become an active participant, asking questions and getting involved. You can then advertise your website in your signature which is at the end of each post you make in a forum.



### **40) Press Releases**

Press releases can be a great way of getting publicity to your website as well as getting incoming links to your website.



### **41) Sell on multiple channels**

Use as many different marketplaces as possible to sell your products such as auction sites like Ebay, and Amazon Marketplace, in order to maximise revenues. It is an effective way to gain new customers through an initial purchase (possibly using loss leaders as previously discussed) who can then go on to purchase subsequent products through your website.



## **42) Joint ventures**

If your market has bloggers writing about your products (for example technology based markets, fashion markets etc) then find suitable blogs and approach them for a joint venture.

This could take the form of them reviewing one or more of your products, or even your website as a whole and then offering a discount coupon code to their customer. They benefit by effectively giving their customer a gift, in the form of a discount coupon or voucher.

They may ask you to advertise on their site, which may be fruitful if they have the right target readership and their monthly traffic is a good number.

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### **Summary**

We have touched on the main marketing and traffic generation methods here, and there's more in our accompanying guides. The key to success is to make sure you do something every week if not every day to generate traffic to your site. At first this may seem daunting and time-consuming, very little reward. The thing with traffic it follows the law of momentum – it takes a long time to get over the initial inertia, but once you do your efforts hit critical mass and snowball on their own. If you can afford employ someone or outsource marketing methods such as link-building and forum marketing. If you need to do it yourself make sure set a time aside each week to do it, several hours at least.

Marketing and traffic generation also follows the law of attention - that is, by focusing on it constantly, more methods will come to your awareness and you will get better at it. It is a constant learning process as online market methods change all the time and it's a fast growing industry. If you do not have time or inclination to keep up with it, as soon as you have the money delegate someone else to do it.

Finally, make sure you test and keep track of the methods you have been using in order to see what is working for you and not working for you. Make sure you fully use your website statistics to find out where your traffic is coming from, or you can add Google analytics to your site for free.

## **Other considerations**



### **43) Systems**

In order to scale up your e-commerce operation, you must quickly develop systems for everything. By developing systems you will be able to remove yourself the process and easily pass the tasks onto employees or outsource the work. You should consider systemizing the following processes:

- Order Tracking
- Order Processing
- Inventory Management
- Order Fulfillment
- Marketing and Traffic Generation

## **Sales Process Maps**

Sketching out your sales process from the point of view of the customer as he comes to your site and moves through your store is a great way of finding out where your process can be improved. By sketching out all the different ways a customer can find your site, and the process in which he purchases, can be very eye opening and can flag up small improvements which can have large results.



#### **44)Constant Review**

You should always be asking yourself what can we do better? Where can we sell something cheaper? Where can we make the process easier for the customer? By constantly asking yourself these questions you can find little things where you can improve these processes, and the little things can all add up and cumulatively have massive results.

One Final Note: It is tempting to try and sell as many different types of product online. However, being "all things to all people" is extremely tricky, and while some websites manage it, invariably they are the big boys such as Amazon, Play.com etc. Smaller start up operations that take this approach have the odds stacked against them; for one thing it is more difficult and expensive to market and advertise your business if you have a very broad product range. Far better to specialise in a niche to start with, and become an expert in it, then use the data and feedback you get from customers to expand into different – but related – product lines, that you know they want and will buy from you. It is entirely possible to become a major player in a specific niche ; much harder to do so in a broad market.

#### **What Our Customers Say**

*"My website is looking beautiful, thank you so much for creating it for me, I am really happy with it and I can't wait to launch it. I am itching to get my products on it"*

**Lisa Matthews** [www.lisamatthewsjewellery.co.uk](http://www.lisamatthewsjewellery.co.uk)



*"We already had a number of meetings with other Web designers and to be honest the price that others were looking to charge us to build the site made us look elsewhere . Our meeting with Arpey was quite refreshing ..they listened to what we were trying to achieve and had a very positive attitude. We are very happy with the results and our site has taken off very well far beyond our expectations, and for the price we got our site made for we are so happy we found Arpey Internet .*

*We would have no problem at all recommending Arpey Internet to anyone as the price and service along with the end result was fantastic."*

**Brian Addison** (Managing Director) [www.fluesupplies.com](http://www.fluesupplies.com) \_\_\_\_\_

*"I am delighted with the finished website, the design and graphic are exactly what we wanted and the admin is really straight-forward and self explanatory to use. Over the last few weeks Robin and the team have been available whenever we needed help*

*or advice and the entire process has been seamless. Arpey have been helpful, informative and most importantly honest and*

*up-front with any queries we've had - **super efficient, reliable and brilliant to work with. Thank you!"***

**Rachel Hollis** (Marketing Director) [www.lastarstyle.com](http://www.lastarstyle.com) \_\_\_\_\_

*"Quite simply your ecommerce site was exactly what we were looking for. Easy to use, well laid out and within 3 clicks can take your customer from product to check out, giving you the choice of becoming an account holder or just simply paying for the goods.*

*Just what i would want myself if i were buying online. Every aspect, from the initial design to the integration of the online payments was dealt with immediately and completed in full to our satisfaction.*

**The finished product - Brilliant** . If anybody is looking for a web site design company ,look no further.

*Robin thank you for all you help with this project. I would recommend your company to anyone who wants to work with a great team like yours."*

**Tim Haines** [www.thewipeshop.co.uk](http://www.thewipeshop.co.uk) \_\_\_\_\_

*"One of the reasons I chose Arpey Internet was the promise to deliver a full working website before the final 50% balance was payable. This reassured me .. they met all timescales promised and delivered a **better than expected site** .. I would recommend Arpey Internet without any problems"*

**Gary Mitten** [www.appliancesparesonline.co.uk](http://www.appliancesparesonline.co.uk)

*"It looks really great. Thank you so much for being really quick and doing such a great job. We are really pleased."*

**Emma Humphreys-Davies**, [www.macandmacinteriors.co.uk](http://www.macandmacinteriors.co.uk)

*"Many thanks for your help with the entire website!  
A job well done!"*

**Chris Hedges**  
**European School of Osteopathy** [www.eso.ac.uk](http://www.eso.ac.uk)

*"We are delighted with the work Arpey have provided us with. They listened well to our criteria, came up with great creative designs within tight deadlines. I cannot recommend enough to anyone working with Arpey Internet"*

**Louiza Doran**

**Aston Bale Recruitment** [www.astonbale.com](http://www.astonbale.com)

*"Very professional and friendly to work with . . .available to assist. A local and friendly business who understood our requirements*

*We would recommend Arpey Internet to others - The website looks great, is easy to use and our offices around Europe are interested in having the same look."*

**Tracy Figg**  
**Lifestyle Europe** [www.lifestyleeurope.eu](http://www.lifestyleeurope.eu)

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**valid until 1st April 2011**



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