

Local Website Design Company Celebrates 15 Years

In October 1996 two entrepreneurs formed a partnership that over the next 15 years would develop into SiteWizard.co.uk, one of the most recommended website design companies in the UK. Adrian Reeves and Richard Ells were initially turned down by the banks for finance however they were determined their idea had merit and self funded the development of an all-in-one website design system, which would become one of the earliest CMS (content management systems) on the market. Their CMS system has grown into the product that over 3000 of their clients use today to manage their websites.

Initially the idea was that customers themselves would choose a design for a site and build their own website, but it soon became clear that small to medium businesses still demanded the same professional eye for design that their larger competitors had, but they wanted it at a fraction of the price. By recruiting and training a design team to incorporate their highly polished photoshop bespoke designs into the SiteWizard CMS system, a massive time saving was achieved over conventional design, allowing SiteWizard to create beautiful bespoke websites at a fraction of the normal price. SiteWizard won the National Business Awards "bright business" award in 2004 for the SiteWizard software, which has gone on from strength to strength from there.

SiteWizard are recommended by over 25 professional associations and federations and their regular articles and columns about the ever changing world of the internet are enjoyed by over 50,000 people a month.

Far from resting on their laurels the duo invested in a new piece of software to give SMEs (small to medium enterprises) the ability to have corporate quality ecommerce software on a small business budget. Following the same model for their informative websites they offer a 30-day money back guarantee and do not tie their clients into contracts.

Adrian & Richard's concept was to provide non-technical people the ability to edit their websites, manage their online orders and add additional pages and products without the need for a designer. With a technical support team on hand to offer advice to their customers on a local rate number Adrian and Richard realised that they had a product that was desirable to the small to medium business owner.

As Adrian and Richard's business has developed, additional services have been added due to demand from their clients. When the pair decided to move their model to encompass Search Engine Optimisation still the success has continued. Many of their client's websites are now being optimised to ensure that they are found on the first page in Google, and the results and client feedback are amazing. With this in mind and recommendations at an all time high SiteWizard then started looking towards Social Media Marketing and have recently launched on FaceBook. When we asked what they put their success down to Adrian said, "We have an amazing team at SiteWizard. From day one of a client coming on board they are looked after, their design ideas are listened to and are developed from an idea to a fully functioning website. Our clients are important to us and we want to ensure that they are looked after whether they are talking to their account manager or receiving technical support. By not tying businesses into a contract and giving them a 30-day money back guarantee, they have the freedom to leave us at any point which means that we have to deliver the best service we possibly can every single day."

SiteWizard now boasts a team of over 25 staff that design, develop and support websites, online shops and search engine optimisation solutions. If you would like to find out more please talk to them on: 01622 200045 or to receive you 25% discount on custom designs please visit:

www.SiteWizard.co.uk/fwc.