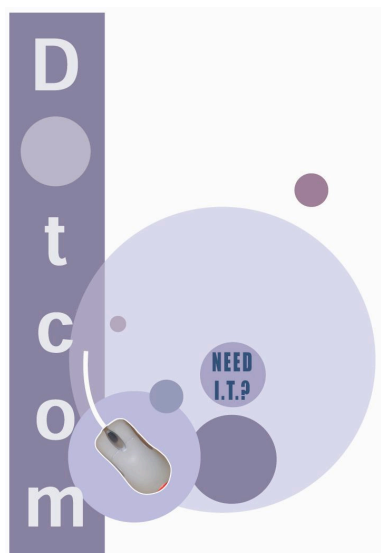


Oxfordshire Copywriting hits the spot



An IT support company based in West Sussex, is enjoying a greater web presence thanks to an optimised website. Dotcom Computers is a leading IT services company providing a range of PC support to businesses of all sizes, as well as home-office users.

As an accredited Netgear Partner and Microsoft Certified expert, the company owner - Jason Russell - has built a reputation on superb customer service. With a 'No fix no fee' guarantee and no call-out

charges, Dotcom Computers offers a highly competitive computer service to all its clients.

Time for an upgrade

With only a landing page, Jason Russell knew it was time to upgrade to a fully optimised website. Even though Dotcom Computers generates most of its business through referrals, Jason needed a more polished online presence.

As Jason explains, 'I wanted a fresh, positive and professional image to connect with existing customers and attract new custom.' Because Jason wanted to develop his website's search rankings, he needed a copywriter experienced in using search engine optimisation strategies.

Copywriting for hire

Following a recommendation, Jason Russell contacted The Word Well in March 2009. After initially speaking to Nikki

Cooke, The Word Well's owner and lead copywriter, Jason appointed the Oxfordshire Copywriting company to write all the website copy.

Having heard of Nikki's SEO writing success, Jason was assured he had found the right copywriter for the job.

Copywriting in action

After an extensive phone brief and several email exchanges, Nikki Cooke conducted thorough keyword research to determine the most powerful keywords to incorporate into the webcopy.

This was followed by researching the IT support industry as well as Dotcom Computers' immediate competitors.

Once research was complete, Nikki liaised with the web-designer to discuss webpage layout and recommend how to present the copy to its best advantage.

Quick copywriting

Within a week, the optimised copy was carefully written and reviewed. Optimised Meta data was provided overnight. And, to fit in with the web-developer, Nikki even provided the title tags and meta tags in HTML code.

As Jason notes, 'Nikki's whole approach from the telephone interview to the review stage, was second to none. Her professionalism and dedication, along with excellent value for money, sets Nikki's company apart.'

Webcopy tops Google

After the website went live, Dotcom Computers shot to the top of Google, ahead of two million listings. The IT company has since received glowing feedback, as well as new enquiries.

Jason Russell unreservedly recommends The Word Well to any other business who wants to boost their online profile: 'I couldn't recommend them

highly enough. And will continue to use their services to further develop my business.'

Jason Russell
Dotcom Computers Ltd.
www.dotcom-computers.co.uk

"Nikki's whole approach from the telephone interview to the review stage, was second to none. Her professionalism and dedication, along with excellent value for money, sets Nikki's company apart."

Jason Russell



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