

## **Mainstreet Web Services Testimonial**

### **Climate -Tech: Heating & Cooling**

As the owner of the company, I'm always looking for ways to grow our business and bring in new customers. Typically, I've relied on marketing our company in the yellow pages, newspapers and other printed media, but all that is changing now that I have a website.

After talking with the people at Mainstreet Web Services, I realized that the reason we were acquiring less new customers was because the wrong people were seeing my ads. The thousands of dollars I was spending every year (about since we started in 1986) on Yellow Pages, Val Pak, and other printed ads were going to the same old people who were either already customers of mine, or already happy with another company servicing their heating and cooling needs.

I decided to try out a website from Mainstreet Web Services and went with one of their optimization packages recommended by their team and I am ecstatic with the results!

Our website went live on January 23<sup>rd</sup>, 2008, and in less than 6 months, my business has picked up EXPONENTIALLY!! As a business owner, and perhaps because I'm a bit skeptical, I wanted to be sure of the return on my investment so I began tracking how each new customer heard about my company. When I saw that 30% of my incoming calls were from people who found me on the web, I knew I'd found a marketing technique that WORKED!

Not only do I have website that looks great, but it is bringing in more customers than all of my prior marketing strategies combined!

The Heating & Cooling business can get pretty competitive so when my designer asked me if I had any competition in my area, he really got my attention. He did an analysis of my personal competition and their presence on the web to see what it would take to get my site listed before theirs. After about a month, my designer let me know that my website was now dominating the search results for my area.

Despite the economy, I'm saving money on advertising costs every month, profits are up, I have a beautiful website, and saw a return on my investment in less than four months!! A return like that should get any business owner's attention!

- Jeff Bramlett Climate-Tech Heating & Cooling