



website*turbine™ - customer case study



“The property*turbine™ module delivered beyond our expectations. Our website property portfolio has never been easier to maintain and manage.”

Hilary Pegrum
Blenkin & Co.



website*turbine™ is a Dot Com Imaging product.
©Copyright 2005 Dot Com Imaging. All rights reserved.



website*turbine™

Solutions in action with Blenkin & Co. property specialist

Introduction

Yorkshire estate agent Blenkin & Co. had recognised the power of using the internet to market their high value properties at a national and international level. They were using two websites to promote their property sales, that of their associate, the international real estate agent, Knight Frank, and primelocation.com. However although it was possible to find their properties on these sites, Blenkin & Co. did not have a strong presence and they did not have direct control of the content.

They realised that they needed a website that used their own brand as a stronger marketing tool to sell properties at a more local level. They also wanted to have more control over the content and to provide more information on each property than their existing websites allowed.

They were looking for a website that did not cost a fortune, but provided value for money. In addition they wanted the website to cope with large numbers of photos, the best way of selling properties on behalf their clients, without taking a long time to load. Their IT knowledge was limited but they did not have the time to learn more than the basics about the technology.

Solution

They were recommended to contact Dot Com Imaging, which they did, and soon discovered how website*turbine™ was able to provide Blenkin & Co. with a high quality, cost effective and user friendly website within a short timescale.

Blenkin & Co. already had a strong corporate identity, which was used to create a template for the design of the site. Within 5 days, the site was ready for use and Blenkin & Co. were able to load their properties onto the site.

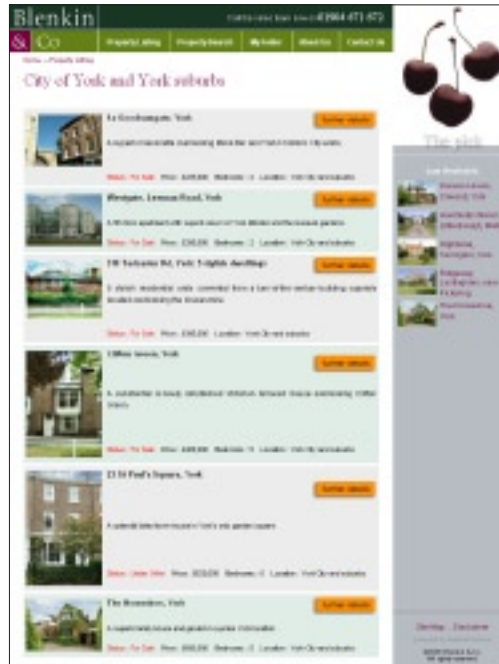
Using website*turbine™ Blenkin & Co.'s site was modified specifically to suit their requirements so that it could easily accommodate a larger number of photos for each property, up to 12 in some cases, without affecting the load time.

The site was also optimised ensuring that Blenkin & Co. were easily found by search engines when potential buyers were looking for Yorkshire Estate Agents. Blenkin & Co. were able to make use of the visitor statistics provided with website*turbine™, giving their clients feedback on the number of visitors that had visited the site, and also enabling them to decide how best to promote the site.

Result

Blenkin & Co. are now able to quickly and easily update their website at a moments notice, giving them total control and flexibility over its content.

Their clients want their properties to be seen on the website, recognising its value as a marketing tool. They are delighted at the depth of information and quantity of pictures that can be displayed helping to sell properties effectively.



The profile of Blenkin & Co. as a leading Yorkshire Estate agent specialising in selling high value properties has been raised and they are gaining new clients on the strength of their marketing techniques.

*"Dot Com Imaging has done a cracking job on our website using their website*turbine™ technology. We have looked at other website companies and this is the best technology by far. Our customers find it very user friendly and we can quickly, easily and regularly change the site at a moments notice. Using website*turbine™ has made the difference we were looking for."*

Reference

- www.blenkinandco.com

Customer details

Hilary Pegrum
Blenkin & Co.

website*turbine™ user since 2004

Solutions & services used

website*turbine™
property*turbine™
Creative design

Websites deployed

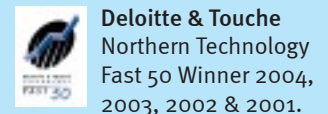
1

Main benefits gained

- Ease of use
- Speed to update
- Statistics
- No complicated software to install or learn
- Fully hosted with no hidden extras

Award winners!

website*turbine™ is a Dot Com Imaging product. In recognition of sustainable and controlled company growth and the quality of the services and products we provide, we have been awarded a number of prestigious awards including:



York Evening Press
Best use of new technology - finalist 2004



York Evening Press
eCommerce business of the year - finalist 2003

Learn more, visit:
www.websiteturbine.co.uk

To discuss your requirements:
0845 345 1800

