



Web Dev and Digital Marketing for Boutique Aesthetic Company

PROJECT DETAILS

 Digital Marketing

 Mar. 2018 - Ongoing

 Less than \$10,000



"It's an easy process and she's very flexible."

PROJECT SUMMARY

Perpetual Solution provided website development, building a business page from scratch. They included online booking functionality and helped with SEO improvements.

PROJECT FEEDBACK

Perpetual Solution has helped improve technical abilities. The online scheduling is very useful and they've successfully managed SEO and other functionalities well. They're very flexible, easy-going, and pleasant to work with. Dedicated and reliable, they are invested in seeing the client succeed.



The Client

Introduce your business and what you do there.

I own a personal beauty and aesthetics business.

The Challenge

What challenge were you trying to address with Perpetual Solution?

I need someone to make a good website. Once I met them, they convinced me I needed SEO support as well.



Caitlin Nighingale

Owner, Nightingale Beaute et Esthetique



Hospitality & leisure

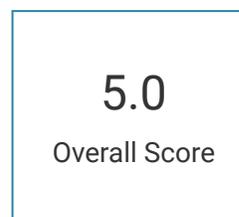


1-10 Employees



Montreal, Quebec, Canada

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

She built my website from scratch. After this, she worked with the SEO and continued to provide maintenance and updates. She also implemented online scheduling services so I can book clients online.

What is the team composition?

I worked with Geneviève (Owner).

How did you come to work with Perpetual Solution?

Prior to starting my own business, she was one of my clients. She introduced herself to me, but first told me to look at other companies. I looked at other websites, but I went with her because the pricing was good and she's very easy to work with.

How much have you invested with them?

We spend about \$100 per month.

What is the status of this engagement?

I started working with Perpetual Solution in March 2018 and the work is ongoing.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

It's helped me be more tech-savvy. The online schedule works through Google and saves me time. It's had a positive impact. She's managed Google SEO and the website for us well.





Perpetual Solution

How did Perpetual Solution perform from a project management standpoint?

We email, text, or call. She's very personable and it's not just a business transaction. I never feel uncomfortable telling her I want a change or edit. It's an easy process and she's very flexible.

What did you find most impressive about them?

The best part was that she's so easy-going and wants to see your business succeed. It's not about her, it's about making you happy and making your business grow. Not everyone is like that.

Are there any areas they could improve?

No, there's nothing.

Do you have any advice for potential customers?

She always knows stuff that we don't know: managing a website, ranking on Google. The cost isn't so high and you get a great website. You're going to get the clients that you need.



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