

Tim XXXXXXXXX
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5 May 2004

Dear Tim

Hope all is well.

Tim, my company does a lot of web work and I've just been on your web site.

I've reviewed your site against most of your competitors and I like what you have tried to achieve with it. You've obviously figured out that people are after information, and you have 'personalized' your site well.

You could benefit, I think, from some work on the site. This could include:

1. **Redesign** – you may need the site to better demonstrate your caring and professionalism. A nice design can assist here.
2. **Photographs** – you might be better served with some quality photographs of your team that are well edited (this reduces what's called the load time – how quickly the page comes onto your computer screen - as well as preserves the quality of the image)
3. **Information flow** – you've done a good job in getting information onto the site. I'd suggest a bit of a tidy up on the site would benefit your web site visitors significantly

In your industry it is obviously critical to demonstrate your expertise, experience and caring. I would like to have a chat about how we could assist you in developing the web site to do this a touch better.

Thanks for your time Tim. I'll give you a call on Wednesday. If you have time earlier, please call me direct on 5598 4898.

Yours sincerely

BRENDON SINCLAIR
EXECUTIVE DIRECTOR