



PO Box 2060
Cramerview 2060
0824455799

www.thewoodstudio.co.za

To Whom it may concern:

In March 2016, when I needed some changes to the Wood Studio website (<http://thewoodstudio.co.za>), I spoke to Derek du Toit of Awesome Websites, who then also took over the management of our Google Ads account. At the time, we were averaging 885 clicks a month. We were getting very little organic traffic, although we weren't measuring it so didn't know how much free traffic we were getting.

In the four years since then, we have more than doubled our Google clicks to 1885, doubled our Click Through Rate (CTR) from 3,24% to 6.8%, while reducing our CPC (Cost Per Click) from R2.64 to R1.37. Our monthly budget has remained the same.

In addition, from 2018 when we first started measuring our organic traffic (visitors you don't pay for), we have increased our free visitors from 961 to 1618 on average.

We paid just R500 a month for this service, and when Derek asked me recently to increase the retainer to R750, I had no hesitation in agreeing. During a period when many of our competitors have fallen by the wayside or struggled, we continued to function, and now we have a waiting list for our products and an eight week delivery due to demand.

I therefore strongly recommend Derek at Awesome Websites (<http://awsmsites.co.za>), whether you need more traffic or want to make your website more functional and user-friendly.

A handwritten signature in black ink, reading 'Charles Etherington-Smith', enclosed in a thin black rectangular border.

Charles Etherington-Smith

Owner - The Wood Studio