

29 July 2013

To Whom It May Concern

Re: Online Writing Niche

Earlier this year I decided it was time to update my companies web site. It had been a task on the "To Do" list for several years, as our previous site had been a static four page brochure type site.

I met with Jonan Castillon, of Online Writing Niche. Several discussions with Jonan showed that he understood what I was trying to achieve, was bringing a wide range of good ideas, and an in-depth knowledge into the mix to improve our internet presence.

Waugh Infrastructure Management is an expert and specialist niche consultancy – we work in the field of infrastructure management. Our skills are well known in New Zealand, so most of our work comes from existing clients and client referrals.

Upgrading our website wasn't particularly about winning work or generating revenue right now – more it was a chance to share information we wanted to, to maintain an internet presence, to communicate effectively with current and future clients, to build a reputation and create future work opportunities.

Online Writing Niche produced our updated website, which included a blog. On May 20th I wrote my first blog post on our new website. I set myself the goal of writing two blog posts per week to keep a level of interest in the site. To achieve this, I have kept a list of ideas, articles and links as I come across them – so I always have a starting point for a blog post. Sometimes I will blog off the list of ideas, other times I see something that day then blog on it straight away.

This week I blogged every work day, which is a new milestone, and not a pace I think I can sustain. Last week I was at a series of seminars and didn't blog at all – it was a very busy week. So I started this week feeling behind in my objectives, and wanting to blog some more. Monday, Tuesday blogs were produced. Wednesday – I nearly didn't, but decided I would. Jonan then challenged me to do a blog post every day this week, and the challenge got the last two done, although blogging on Friday night after a busy week was a challenge. My list of posts helped there, as I had a good idea sitting waiting, which I was able to blog about quickly and without too much effort.

Blogging has been an adventure, and I am still learning all the time.


You might ask, how has the website gone? Now at the end of July, and two months after we re-lunched the website, I can say that it has massively exceeded my expectations. We have had site visitors from 42 countries, with 312 from New Zealand - our home market. The site has had 3788 page views, and 1939 visitors. People are clearly following the blog posts. On Thursday we had 23 visitors at once following the publishing of the days post.

Jonan has also put a lot of SEO work into the site, and on our core search term 'infrastructure management', after starting from scratch two months ago, we are now listed as the number five site (on the top half of the first page) on the google search. This is without advertising or paying google anything. This is an outstanding result, and I am very happy.

For a small specialist company in a small niche, I think that these results are outstanding over a two month period, and I can put it down to a well-designed site, good content, and mostly to the blog. That, in itself, is encouragement to keep the discipline of blogging regularly.

I can recommend Jonan Castillon and Online Writing Niche without reservation. The investment I have made on my website over the past four months has had the best return on investment I have had in a very long time. The dividend I will receive in terms of profile, professional reputation, and future work opportunities, will continue to be paid back for years to come.

Yours sincerely



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