



Sharing journey for life

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24th October 2012

To whom it may concern,

My association with Brendan Eagan, President & CEO Simple SEO Group commenced mid this year when my IVF businesses, Fertility Solutions Sunshine Coast and Fertility Solutions Bundaberg identified a need to update our website as it had become very tired and not very easy to navigate .

Brendan advised me on website options that would suit our business and ensured all the necessary behind the scenes items were functioning perfectly so that when the site went live, it was a seamless transition. As I wanted to continue with a contents management system, Brendan recommended WordPress, which I have found extremely easy to learn and use. Nothing was too difficult for Brendan. He paid attention to what it was that I wanted and needed for my businesses and provided this in a very professional manner. Despite me being located in Australia and he in the United States of America, this proved to be no barrier or issues to getting the job completed in a timely manner. His communications with me were always prompt, providing me with answers to any question that I had either via email or Skype. During the construction and launching phases I was encouraged to contact Brendan with any queries that I may have had relating to IT hosting, campaign mail outs and the website in general. This contact is still encouraged and welcomed.

During the time that I have worked with Brendan I have found him to be highly professional and always attentive to our website needs.

What also impressed me about Brendan was that he was also willing to make recommendations that financially benefited the businesses.

I would have no hesitation in recommending Brendan and Simple SEO Group to anyone who requires a capable and professional website team. He lives up to his business motto of *"Connecting Your Website to a World of Customers"*.

Have a look at our site www.fssc.com.au and see the type of work that Simple SEO Group performs, I could not be happier with the end result.

Regards

Denise Donati

Director-Manager
Fertility Solutions Sunshine Coast and Bundaberg