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This is a totally unsolicited testimonial for Chris Jaeger. And, in fact, I've been spending so much time responding to leads that have come from my website after taking his suggestions that I really don't have time to write it – but I feel that I should.

I myself have been both a developer and manager of websites. I know the technology and I know a fair amount about setting up the kinds of sites I was involved with to maximize both the user experience and clickthroughs to website features or to sponsors' ads. But I found I wasn't happy with quantity of response I was getting to my own site, even though I think it was both attractive and informative and had both good search engine positioning (as far as I could tell) and a healthy hit count. I engaged Chris to look at my site and make suggestions. The cost was less than one completed contract for me, so it wasn't a high risk, although as a small business I don't have a lot of spare cash lying around.

I admit to being somewhat skeptical about his suggestions. They rather went against the kind of site design that I know works in the areas I'm familiar with. I was afraid that they would lead to people being turned away. I was also afraid that they'd result in my getting requests from people who would not be interested in the particular niche that I think I've carved out.

Since the changes have been implemented I've had a steady stream of high quality requests for information – one of two a day, which is a huge number for me, since this is not my day job (sadly). Two of them have already become clients and at least two others are very seriously interested.

I believe that Chris has clearly demonstrated that he understands the wedding business and how it works on the web. He was also easy to work with, being both friendly and accommodating. If I ever think I could make a full-time business out of this I'll regret telling some of you (my "competition") about him, but he deserves the credit and I'm happy to give it to him.