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Primary Care, Podiatric Medicine and Surgery

RT Radanovic
Web2Creative
1 Westridge Ct.
St. Louis, MO 63124

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Dear RT,

I am writing this letter of recommendation to thank you on behalf of my practice and me for your services and to also highly recommend you and Web2Creative to others.

The website, brand ID and print collateral you have developed for our practice surpassed our expectations. We highly appreciate the continuous efforts, dedication, resourcefulness, creativity and professionalism that you provided throughout and after the completion of the project.

In retrospect, St. Louis Foot and Ankle was looking to have a website developed that would give our practice an elegant and contemporary look as well as good usability and accessibility features. Besides offering information on our practice, the site needed to be a useful resource to our patients and include information on conditions and treatments, patient forms, contact forms, as well as an online store where they can conveniently obtain our products.

Web2Creative proposed using Business Catalyst as a solution for our "online business – not just website". We were immediately impressed with the features that came with this system but still wanted to compare it with other similar products. We received several other proposals, most of which were less expensive; however, despite the cost, we decided in favor of Web2Creative. We liked how they handled the presentation, the depth of their proposal and the clean and crisp portfolio. Now we couldn't be more pleased with our decision to spend the extra money as we received an excellent result the first time.

RT took pictures of our staff, researched the topics and developed most of the content for the website. He populated our online catalog with product images and descriptions, created an "exercise" slideshow, developed new consolidated forms, business cards, appointment cards, letterhead and envelope. By going above and beyond and doing most of the work without our involvement, he enabled us to continue our patient care uninterrupted. Nonetheless, he continuously updated us on the progress of the development and gave us the ability to review, comment and revise the content every step of the way.

Web2Creative not only developed the website but also created an impressive new logo to make our practice stand out from our competition.

Finally, Web2Creative took the marketing initiative by developing an online advertising campaign to help promote our online business and bring customers to our online shop. With their periodical service plans, our online business is receiving ongoing attention to ensure its continued success.

In conclusion, Web2Creative and RT did a superb job and made us feel as if we had received much more than we had paid for.

Most sincerely,

Dr. Raymond Abdo, D.P.M.
St. Louis Foot and Ankle
