

## **BNI 60 Seconds: David Miles – Divadani Ltd**

Divadani is an internet marketing company. That means we help businesses use the internet to get more enquiries and more new clients.

Earlier this year we did some work for a private investigator who had never had a single enquiry from his website. We set up a Google AdWords campaign for him and within one day of that going live, he started receiving enquiries from the site *and* gained a new client.

Google AdWords is a system that puts an advert for your website onto page one of Google whenever a potential customer is searching the web for the products or services that your business sells.

We make sure it's set up correctly, so it gets you results very quickly and very cost effectively.

When it comes to referrals I'd like to speak to anyone who has a website that is not generating enough enquiries for them, or anyone who is using AdWords but feels it is costing them too much.

In particular I'm keen to speak to caterers, because the last caterer we did work for saw her volume of enquiries go up by 300%.

David Miles from Divadani – making your website work for you.

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*Note to subs: In case you're not sure how to pronounce the company name, it's: dee-ver-darn-ee 😊*