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# Web boss criticises 'internet cowboys'

**THE BOSS** of a Kidderminster internet marketing company has criticised "fly by night" companies for giving internet firms a bad name.

However, Ray Manton of eC Plus believes that established web designers are making the internet more attractive to the private sector.

Manton believes that people's trust in web design firms was eroded by small operations that failed to focus on customer service in the internet's early years.

"Almost every week, we are visited by a new client that has previously paid out lots of money to a web design company that has promised maximum exposure in search engines and failed to deliver," Manton said.

The eC Plus boss accused many web design firms of "appalling" customer service, explaining that their antics had made it difficult for more reputable

internet firms to succeed.

"In this industry, it is too easy to operate without any standards," Manton said. "That is why we have worked hard to achieve accreditation from the Small Business Service, Chamber and Business Link with listing on the National Register."

## Expansion

Manton does, however, see light at the end of the tunnel for web design firms, as just days after celebrating eC Plus's fifth anniversary, he announced the firm was expanding its offices and hiring additional staff to cope with demand.

"Just recently, the demand for e-commerce websites has rapidly increased," he explained.

Manton puts this improvement down to improving levels of customer service amongst



Ray Manton, managing director of Kidderminster website design firm eC Plus

internet firms and an increased awareness amongst the nation's private sector of the value of

well presented and maintained websites.

"Companies that are looking to improve, both in

terms of branding and revenue, are finding the lure of the internet hard to ignore."