



GCH Tool Group Inc.

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Dear Angela,

We are pleased to share our positive experience with [Pilot Fish](#).

Our website story is typical. We had been disappointed with our past web provider who, after months of work, much money and missed deadlines, provided a dismal website. The same provider lacked expertise in SEO, which was imperative to the success of any site. Even worse was the company's inability to fix any of its website errors due to its revolving door of personnel. After many broken promises and tired of the "we-don't-care-attitude," it was time to look for another web company.

As much as we immediately wanted to fix GCH Tool's current site, we first had to develop a site for our new company, [Total Grinding Solutions](#). The search for an honest, expert web provider began. Our new marketing manager (Ellen) had run into John Inama, of Pilot Fish, several times at various industry trade shows. John had always been generous with his free advice, and Ellen had kept in touch with him over the years. When it came time to look for a new web provider, Pilot Fish was among the candidates. They were not a shoe-in and faced the same vetting process as four other candidates who were bidding on the work. After weeks of phone calls and e-mails with web developers from across the U.S., Pilot Fish was selected. It was a wise decision.

Angela Charles, president of Pilot Fish, was assigned as project manager. Before we even spoke of what we wanted on the TGS site or how the site should look, Angela undertook an in-depth keyword analysis to determine how best to structure the site. Her analysis, combined with her expertise, provided the backbone on which to structure the site's menu and develop the needed content. As we moved into the design phase, we were amazed at how Angela and her team were able to translate our vision of the TGS brand into an impressive site that covered all the bases we wanted. The entire web development could not have been smoother. Even with a tight deadline, Pilot Fish put up a mini-site that would allow us to have a web presence in just a month. A few months later, our full site was launched and we couldn't be more pleased. Pilot Fish's post-launch efforts and sound advice continue to increase our rankings on Google.

A few months later, we began re-development of the GCH Tool site. This was a massive undertaking with many, many products to be included. Angela began with a [keyword and competitor site analysis](#) to provide us with fact-based information that would allow us to develop a successful site. Again, the entire process was smooth and easy. [Our new GCH Tool website](#) beautifully shows the breadth of our company's expertise in a way that is both engaging and informative.

The Pilot Fish team continues to provide excellent guidance and hands-on work to [enhance the SEO](#) of both sites. We will begin development of a third website for one of our sister companies later this month. We're sure that Pilot Fish will do a great job again.

Pilot Fish is a true asset to our company's sales and marketing departments. I welcome the opportunity to speak in greater detail regarding our experience with Pilot Fish.

Sincerely yours,

Daniel Geddes
President and CEO