



**ACCURATE
GLASS**

**The Lake Effect | Episode #13 - Trevor
Howard - Mediasuite | All things website
design**

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00:00:06.240 Hello and welcome to the Lake Effect podcast. Uh sponsored by Accurate Glass Shot here today at the Sandbox Center in

00:00:11.840 downtown Barrie. Uh we're featuring Barrie and Muskoka businesses and fine home

00:00:17.119 building and cottages uh is our focus. Uh today we have with us uh Trevor from

00:00:22.560 Media Suite. Yes. long time sort of partnership and we're only doing this podcast because uh you you directed us

00:00:30.080 towards it which is great. Perfect. Um so I I think that we have um we have a

00:00:35.200 history together in our website. I mean what do you do? Tell me about your company and what your company does. Um

00:00:41.040 website development if you're like to distill it down to the fundamentals. Yeah. And we did have like many

00:00:46.640 businesses different sort of avenues and paths and growths and um you know I

00:00:51.680 wouldn't call it decline but retractions. So, a lot of stuff that we learned along the way. Uh, we started as a web development company. Uh, was going

00:00:58.160 on over 15 years ago. Um, I think we had done the first iteration of the Acura

00:01:03.840 Glass site. If not, maybe it was the second because Acura, it's been around really long time. We, uh, you were

00:01:09.840 dealing with the previous ownership. Yes. Yeah. But I think it was a redesign. I can't recall, but it was

00:01:15.280 many, many, many years ago. Like going over like 10 years ago. I think we did that first one. Then you took ownership.

00:01:20.560 Redid it then. And then I think we we're on a 2.0 even. Yeah. For Yeah. So if you

00:01:26.799 get if anybody's viewing this and they want like a good sample of your work. Yeah. Okay. First of all, obviously go to media suite. You're going to have you

00:01:33.119 know websites portfolio. If websites are what you do. Where's the best place to show off your work here? Uh our work.

00:01:39.439 Yeah. That would show the uh all of the projects. We've categorized them by year. Um so you know few launches so far

00:01:46.399 in 2025. Um okay. Right off the top, if anybody's doing business in in Barry and

00:01:52.720 Mscoa, as you go through this, you will recognize companies. There's lots of companies I recognize here. Different uh

00:01:58.640 different styles, um different approaches. Um but uh you know, you obviously have your style. Um you know,

00:02:06.920 there's the our website has been viewed um let's say criticized or critiqued be

00:02:13.840 the better word um by other people in this business. Yeah. Um I find that it's

00:02:19.599 kind of you know um sort of almost an artist sort of point of view because everybody views their approach as the

00:02:25.920 best. Yeah. Okay. But as a business owner I could say when listening

00:02:31.280 objectively to the different methods and paths in which to arrive at a decent website. Yeah. The way in which you

00:02:37.360 approached it has issues for people that are trying to poke at it from the outside. Let's say SEO people. Yeah.

00:02:43.680 Yeah. Come to mind. Okay. Not that they don't have a job to do. they do have a job to do, but there are things about

00:02:49.200 your website that make it a little more difficult. But on the but you've taken the time and anybody who gets a chance,

00:02:54.879 I mean, uh, mediasuite.ca, look them up, call Trevor, talk to him

00:03:00.720 and and when you have the time because and you're not creating something Yeah. to explain why you do things the way you

00:03:06.560 do. Yeah. Um, it it makes sense. Do you want to give us the brief just so that people understand why you choose to not

00:03:12.800 use WordPress basically? No. Yeah. And less about the framework. I I like the question that you asked because it

00:03:18.159 poises a really interesting conversation that doesn't really take place a lot. Um, which is, you know, when the

00:03:24.319 website's done, it's never really done. And I think a lot of businesses don't understand that as they're coming into

00:03:29.680 the project, but they do eventually understand that over time. The website for like I'm going to say any business

00:03:35.920 is kind of like the hub of all of their advertising initiatives. You know, you advertise on radio, you advertise on

00:03:41.920 billboards, all of the things you do to create outbound awareness. Most often

00:03:47.760 that net result is that they come to the website and that's where at that point they're either going to do deeper

00:03:52.959 research or find your phone number to give you a ring or to fill out a form to get a quote. So, the site is not necessarily an advertising. It's a

00:03:59.360 marketing mechanism used to empower the other investments in advertisement to

00:04:05.599 then bring in that lead. And with that said, it's never really done there. It's

00:04:11.280 like you you plan to the best of your ability what you think you want and want to envision on the date of launch and

00:04:17.279 you roll that out, but it won't take long before feedback comes in from customers, from your own employees to

00:04:22.560 go, you know what, we should do this here. We should move that there. The call to action is not, you know, visible

00:04:27.759 enough. We should maybe try a bolder color on that thing. Uh and then even when you employ those changes, there's

00:04:33.440 new ideas. So it's almost we often can refer to web development in like contracting and it's really interesting.

00:04:40.320 You could do a complete renovation project and in the end you'll look at it and go that's beautiful. If I was to do

00:04:46.160 this again though I would change that one thing. I would oh you know what let's do this next year. Let's let's

00:04:51.840 make this little upgrade. Okay. So we see that on sites too where it's like it's a constant evolution really. So let's not stray from that thought. Um I

00:04:58.560 agree with you 100%. The reason is is in the end anybody who's running a business um of any consequence in this region you

00:05:06.320 know has um in the end you need to deliver value to the customer. It's that old uh

00:05:13.919 Birkshshire Hathway. Yeah. Right. Yeah. Price is what you pay value is what you get. Right. Okay. Beautiful. In the in

00:05:20.560 the end what the customer needs is the value that they're seeking. Yeah. And

00:05:27.199 you have to show them by your website or by whatever advertising method that you have that value. In the end, you have to

00:05:32.320 show it by your work. Y your work needs to represent exactly what the customer is looking for and they'll come back again or recommend you. The the value

00:05:40.000 that they're looking for changes and sometimes it can change very very fast. Yeah, the last I would say the last

00:05:46.479 three years uh in in my lifetime you know of uh of being in business and work

00:05:52.080 and you know living in this area um the last three years the changes you know

00:05:57.520 have hit an accelerated point and it's not necessarily just technology it's the attitudes and the concerns of the

00:06:03.440 people. So co is a great example of how all of a sudden everybody's concerns shifted from this to that. Yeah. Right.

00:06:10.960 They they all of a sudden they needed home offices. all of a sudden they needed they were staying home and they needed, you know, whatever they needed

00:06:16.960 to do or they needed to learn how to shop online because they didn't know how it, you know, and then the businesses need to roll out curbside delivery. Yes.

00:06:23.360 I hate to use this word because it's so cliché and I'm sure it's going to date, you know, me and this podcast and

00:06:29.360 everything else, but pivot I Yeah, people used to call it other things. I should have a better word, but

00:06:34.720 adaptation and people used to call it, you know, your business needs to be adaptive. Yeah. Okay. Now it's pivot. It's just it's just like being agile.

00:06:41.199 Agile or Yes. or you know or we'll spin on a dime or uh um you know they used to

00:06:46.560 say small businesses are more flexible you know they can adjust whatever it is. Okay. So the even big businesses need to

00:06:53.199 adjust. Now there's been a leveling of the playing field as far as the difference between a big business and a small business from an outward customer

00:06:59.919 point of view is you can have a multi-billion dollar company and you can have company that's doing a few hundred

00:07:06.560 thousand bucks a year and the websites could be pretty close. Yes. Yeah. it is a platform, a media that allows small

00:07:13.919 businesses to have an equal sort of utility to large businesses. Um, large

00:07:19.520 businesses probably or more experienced businesses even um will recognize that they do need to be agile. And that's one

00:07:24.800 thing that that a website is good for is that as long as you chose a company to work with that has the ability to

00:07:30.960 continue to work with you rather than, you know, a freelancer who maybe did a website one day and then you might not catch that freelancer down the road. to

00:07:38.319 be able to update the site in the future is is integral. So, how do you I mean I I you know being one of your customers

00:07:44.400 and having Accurate Glass products is our website. Let's uh see if we can pop that up here. Right there. Simple

00:07:50.880 enough. Okay. So, our website's a good example where the main framework of it

00:07:56.160 is was a specific request based upon what we'd seen. Yeah. You know, useful for other companies like splash page.

00:08:02.000 Yeah. Yeah. Uh splash page. Uh is we have two sides the fabrication and the installation. We wanted to make sure

00:08:07.199 that the customers can immediately jump in this boat or that boat depending on what their needs are, right? One is

00:08:12.479 really a wholesale business and one is really a retail business focused just on this area. Okay. Um but as you go

00:08:19.039 deeper, um we like to keep our website updated, the right people on the page. Uh um the products sometimes change our

00:08:26.479 offerings change and that needs to be updated. Yeah. We think that you do a good job of doing that. Um how do you

00:08:33.279 handle that with all of your customers? what's what give a description for anybody who's watching this is how you

00:08:38.559 want to handle that to you know fire you text at 3:00 in the morning you know give you a big giant list in an email um

00:08:45.839 just as it comes up find a method of communication what's expected turnaround time what's your opinion of that and I

00:08:51.920 and I recognize before you answer that different customers have different needs right yep so you like you said it varies

00:09:00.000 in in great detail um with new websites we just do our very best at the time of

00:09:05.680 launch to really deeply understand the business, what their objectives are, what their goals are, what their unique

00:09:11.040 selling proposition is, and then we come up with the best strategy we can to deploy a website that's going to, you

00:09:16.160 know, seek and, you know, realize those goals with success as best we can. But we know that six months later, needs are

00:09:23.839 going to change. So, with businesses like yourself where we have like a service plan in place, we have the ability to be more agile with you on a

00:09:30.720 regular basis. I like meetings to discuss change. Sometimes we get

00:09:36.560 client-f facing requests or client requests directly. Hey, can you make this change on the website? Um, and if

00:09:42.959 if it's super basic, absolutely. But many times I prefer a conversation about why we want to make that change because

00:09:50.000 sometimes with our ability to know what technical capabilities are available,

00:09:55.360 we'll be able to prescribe better solutions to realize the goal. So I want to know the goal more over than like a

00:10:01.680 technical request because our team can come up with a better way to deploy a technical solution when we best

00:10:07.920 understand the goal. So, and that can vary if right back to the beginning uh you know the phrase that you you're uh

00:10:15.040 you you're saying there. Um you've given us the flexibility to be contactable by

00:10:21.600 phone, send me an email at a list or we need to have an inerson meeting so we can like have a screen in front of us,

00:10:27.279 right? You and I have accomplished a lot when we just sat down for five or 10 minutes and uh I mean you you live in

00:10:33.920 this area I assume. Yep. Okay. you and this is I I don't know do we is there's a two camera view here like you know

00:10:39.680 let's cheers we're actually here in person he's not in his living room and I'm in my living room this is real like

00:10:45.360 he's here yes exactly so Trevor's not always available for that okay but I I

00:10:51.360 appreciate the fact that sometimes you just need to do that you have have one screen in front of you know you point

00:10:57.680 you you you've discussed something out and and bang now you have you know a month's worth or two months worth of

00:11:03.360 changes that need to be made and adjustments instead of going back and forth and back and forth and back and forth, you know, it the problem with

00:11:10.000 digital communication to a certain degree is either too immediate or not immediate enough. Yeah. And never really

00:11:15.120 duplicates in person. So, um the fact that you're available for that, I think is a selling feature. Yeah. And I I

00:11:21.200 think there's a lot more accomplished often. Well, they both have their give and take. So Google meets and meeting

00:11:26.800 virtually, it allows us to really bolt on this AI stuff which is handy for like note-taking and I can go back to a

00:11:32.320 meeting and ask a questions and that's very beneficial on a technical end. But I think there's a lot to be said about

00:11:38.959 the things that aren't so obvious that take place in a personal meeting. It's a good thing you're not a politician. Yeah, cuz he he just admitted to

00:11:46.079 recording this conversation. Yeah. Well, all of them. Yeah. But uh in I don't

00:11:51.279 know if it's I'm sure most people will recognize and if we articulate it then it becomes even more recognized. But when you meet with someone in person a

00:11:58.640 relationship is far greater built. Like on Google meets distraction is easy.

00:12:04.720 Like you could be in Google meets and I'm meeting with you and all of a sudden my dog's over here doing some dumb and I'm kind of like I'm you can get

00:12:11.480 distracted. But when you meet with someone in person I find the barriers go down. They become more honest with what

00:12:18.160 they want. you can you can get on they're constantly Yeah. And you're there and

00:12:23.839 you're like, you know, there's an appreciation that we both carved out the time to actually sit together. Um, you

00:12:29.760 know, it cements a lot of sort of, you know, soft skills. It cements some things that are less technical and but

00:12:37.279 equally or greater in significance that you'll be able to communicate to me truly what you want to accomplish.

00:12:43.680 you'll recognize that I appreciate those goals and then we can you know in plain language in whatever language that we

00:12:50.639 typically use to communicate ourselves we can be authentic and just talk about the task at hand hash out some ideas

00:12:57.279 have some jokes and then we get a little further along in you know the overarching business right so both of

00:13:04.240 them have benefits but I completely agree sometimes you you calls for one or the other what what are the trends with

00:13:10.480 with um I mean what's coming up what's knew, you know, there was a time period where bots were kind of new. Um, where

00:13:17.360 AI to a certain degree or like I guess you'd call them like internal search engines. Yeah. They're searching a

00:13:23.279 website as opposed to just trying to find click-through menus. So, what's coming next? What's coming next in in

00:13:28.880 that business to to to appeal to the customer? Yeah. So, overarching priorities still largely SEO. Um, but

00:13:36.320 yeah, AI, especially chat bots, is becoming an increasingly high request. Um, but then you get mixed feedback on

00:13:43.200 that too. I think most things are what is what is really the difference between a chatbot and just a search.

00:13:50.079 Well, an AI chatbot will allow someone to conveniently sort of parse through

00:13:55.120 the website and especially on sites that have like a great deal of content. So, for example, a hospital website, a

00:14:01.920 chatbot could be a very convenient mechanism to get answers rather than kind of, you know, parsing through the

00:14:07.360 navigational structure. um it is different than a keyword search. A keyword search tool is going to allow

00:14:12.480 you to list out all the content elements that are based on a keyword. But so if you had to broadly define the two and

00:14:18.560 I'm kind of hearing from in layman's terms is you know a keyword search versus like a key idea search like like

00:14:25.920 when you go to a chatbot you're just giving an idea and it and it because it's a language model right it figures

00:14:31.600 out what it is that you're looking for and then searches the website and feeds it back to you where keyword search is only picking up the words. Yes. Not the

00:14:39.199 idea behind the a I got that. Yeah. And arguably more convenient. Like I use it

00:14:44.240 all the time. Just yesterday my son asked cuz we had this this wood cutting board and it's got a crack in it. And he

00:14:50.959 said, "Why has it got a crack in it?" I said, "Well, someone left it in the sink and got wet." He's like, "Oh, so that's erosion." Like, "No, no, that's not

00:14:56.240 erosion. Erosion doesn't play take place in wood. That's like aggregates. Um, so what causes it to crack in wood?" I'm

00:15:03.240 like, "Something to do with moisture, I guess." But hey, why don't we find out? So I could Google something like that

00:15:08.639 and I would get a list of results where then I could click on one that I feel serves my needs best and then research

00:15:13.839 that information that will take me more time. That's more work. So instead we go chat GBT you know why does wood crack

00:15:20.800 when get when it gets wet and then it basically we just sat and listened at that point we just sat and listen and AI

00:15:27.199 just explains to us exactly how the expansion and contraction of wood when it gets wet and when it dries and

00:15:33.120 there's different densities of wood and they they dry dry at different rates and all kinds of stuff and we were being educated within seconds so it's far more

00:15:41.680 convenient so you can imagine a scenario where we we plug in an AI chatbot on a say it provides a more convenient

00:15:48.959 mechanism for the AI to do the thinking to parse through the data and provide a

00:15:54.639 a readable answer, not like here's a bunch like basically a keyword search and Google's going to provide you with a

00:16:01.680 convenient access to resources to self-educate whereas the AI will

00:16:06.839 basically do the work of parsing through that information then provide you an explanation. Okay, I could see the use

00:16:12.639 in that. somebody would go to our website instead of sort of go going through gallery upon gallery of pictures trying to get inspiration you know give

00:16:19.600 a description a general description I have a house it's a fourbedroom house it's a four bath house the master bath

00:16:26.240 needs to be the nicest one I was thinking something that goes to the ceiling in brass what have you got

00:16:31.600 exactly and then it's going to go through the website okay how much and when yeah no like yeah and it's exactly

00:16:38.240 that and in a scenario that I could imagine I would say like I've bought a that I'm looking to flip. Um, I

00:16:46.000 understand that glass showers can increase the value of my home, but is it important that I use the thickest glass

00:16:52.959 or can I use a more economical solution because this is a flip home and I'm trying to maximize my potential without

00:16:59.120 decreasing, you know, or compromising the quality. That would be a question that a I would just tell me the answer

00:17:04.799 based on the data that you program into it from from the website. Yeah, I guess. So what's the difference between So I

00:17:10.559 could go to um I use LMA quite often. Yeah. Okay. Um just because it's quick

00:17:15.839 and easy chattp um I mean we have you have to download it pay for it but you

00:17:20.959 know Facebook makes it very easy to use lamb right or or meta meta whatever is

00:17:26.640 okay. So, um, if you put that question, it'll you'll get an answer. But knowing

00:17:32.240 Glass as well as I do, I know sometimes I read the answer, I'm like, that's, you know, that's that's a I could see how

00:17:39.039 you would arrive at that conclusion, but it's not the right answer. It's not that simple. Yeah. So, so on a website

00:17:44.320 chatbot, um, are you tapping into the general knowledge of whatever background

00:17:49.919 uh, you know, say it's chattp or whatever you're using for AI or are you able to make it the answers what you

00:17:57.200 want? That's where there's options. There's different software. So, we wouldn't be programming the software solutions. We would do the work of

00:18:04.400 implementing whatever solution that you land upon into the site. But there's various options. You can use some that

00:18:10.720 Yeah, exactly. just use chatgpt to provide you know the answers that are already baked into that that database

00:18:16.320 I'll call it. Um others you can program it. So you go through the work of programming it to make sure that it's

00:18:22.559 providing answers that agree with the way that you think. Um there's others that can provide sort of a surface level

00:18:30.120 information and then say for more detailed answers to this we recommend

00:18:35.440 that you contact one of our specialists and here's the phone number and here's the email address. Right? So they're kind of engineered to be a lead genen.

00:18:42.160 It's like I will give you a roundabout answer, but then here's you need to talk to someone. As much as we think things

00:18:48.720 have changed, I mean things really I mean if you talk about a very specific subject, I mean it kind of started off

00:18:54.480 when I was a you very young choose your own adventure book. Yeah. Yeah. Okay. There's choose your own adventure books.

00:19:00.640 Um and then for me where that led to is programming in V basic v2, right? Yeah.

00:19:07.280 64. Yeah. Right. And so I wrote a game where there was you made choices and

00:19:12.799 based on the choices they would go to whatever string you know choice you made. And I guess the problem with that

00:19:18.160 of course is you were limited to that those pathways and there was no combination of pathways right where chat

00:19:23.600 http or AI um backing up a chatbot on a website allows you to tap into that

00:19:28.960 larger um sort of thinking base. Yep. But it does it does sometimes get

00:19:34.320 outside of sometimes an answer's wrong. No matter what you do, it's going to answer wrong from time. Yeah. And a good

00:19:40.559 chatbot solution will allow you to decide where those walls are. So, it's like a video game like you said. So, I

00:19:46.640 don't know. I remember uh some games where basically you're in a world and you can just cruise around. There's

00:19:51.760 eventually an end to the world like Tony Hawk skate. You can skate around the town and I'm like, I wonder what happens if I just head down that street forever.

00:19:58.480 Where will I go? Eventually, you just hit a wall and like the virtual end, right? In that world like you can sail

00:20:04.160 off the end of the earth. Yeah. Exactly. Yeah. So the different solutions will have different areas of of what that bubble

00:20:11.760 where that bubble ends I suppose. Okay. So so let's say that's definitely part of the trend. That's one of the trends.

00:20:17.760 What what are some other stuff? What do you see in the distant future or what other stuff is popular other than that?

00:20:22.880 One thing I've seen change over because we've had the privilege of doing this for decades and we've launched I'm going to say over 600 sites now. Um there used

00:20:30.799 to be a time where a site would last you know six, seven years. We're seeing people, you know, four or five years

00:20:36.559 before redevelopment, uh sometimes even shorter spans. Um because consumer

00:20:42.000 behavior, uh consumer expectations, technical abilities, all kinds of things like that are changing, a huge emphasis

00:20:48.640 is placed on a strong user interface design. It is like completely unacceptable now if a business has a a

00:20:54.799 website that's difficult to navigate. So, uh consumer pressure has changed. Um

00:21:00.000 and that's more of a social thing, right? like where they're you can't have a website that's difficult to navigate.

00:21:05.679 You can't have a website that's not mobile friendly. Like these things are are wildly obvious, but there's still businesses out there that don't have

00:21:11.919 like a good mobile experience. Um, and really paying attention during your Q&A that u sorry your quality that that the

00:21:19.440 mobile has been tested as well as tablet and everything should be responsive now. So that's that's not new, but that the

00:21:25.760 pressure for that is now like without question kind of thing. um new

00:21:32.600 things. The like many industries, some of it's just a matter of opinion. I'm of the opinion that quality content is key,

00:21:39.520 which is why I like to work with, you know, guys like uh like Kale at CGF Media for for video work. I always

00:21:47.600 propose that businesses consider like v video um to support their message,

00:21:52.640 especially if that message is um little bit lengthy and difficult to understand. If it's not I think here we are right

00:21:59.600 now doing it right. Yeah. Yeah. Yeah. I mean it's sometimes people want just the

00:22:04.880 scrap of the surface. Yeah. And sometimes they really want to go deep. What I'm finding is that there's not the

00:22:11.360 middle ground keeps kind of disappearing in all respects. Mhm. Right. Yeah. Um so

00:22:16.480 you know somebody wants to know about showers. Where can I get a shower? I need a solution. I need my GC to just

00:22:22.159 have somebody who's going to show up. Bing bang boom. I search. There we go. Okay. Accurate Glass comes up in the top

00:22:27.440 three or four from a SEO standpoint, they must be credible because they're spending they have enough money to spend

00:22:32.559 on SEO to show up in the top three or whatever. And I've learned a lot about SEO in the last year and I'd say that's

00:22:38.480 not how it works. You can spend a lot of money and still not end up in the right place. Yeah. Especially in highly competitive markets, right? Uh correct.

00:22:45.039 And then what happens is you you it's almost like a gas pedal, you know,

00:22:50.159 thing. Like as soon as you let off the gas pedal, somebody else presses the gas pedal. Now they're in and the size of

00:22:55.760 the company and the capability of the company is related to that but it's not a direct relation right um SEO is a

00:23:02.480 funny thing which is why it is yet and the thing is SEO is also dependent upon the let's say the judges or adjudicators

00:23:09.600 of what is valid and what is not valid and those people reside in the in the halls of Google right you know or or

00:23:17.520 Bing if you're binging stuff do you bing I I don't

00:23:23.600 Yeah, it doesn't get used to too much. But yeah, um yeah, one thing uh on the on the note

00:23:30.880 of like trends that businesses should consider is authenticity I think is huge now. And it's really cool that you can

00:23:36.159 have different uh language models on a site. So like the the wording that you use, it's really cool when a website

00:23:42.640 uses language that sort of speaks to the same tone that the business does, like whatever their brand voice is, that that

00:23:49.360 is depicted on the site. uh authenticity for photographs. I remember like we did a bunch of dentist sites years and

00:23:54.960 years and years ago. Uh and we just go to like one 123 RF our stock photography site and we just grab all the images

00:24:00.159 from there because they were of good quality. The resolution was strong. They were you know they don't want that

00:24:05.520 anymore. But they don't want that anymore. No, you need from that actually photos of that clinic, photos of those

00:24:10.720 doctors of those you know dental hygienists the like you need authentic photography. Uh and because we see it

00:24:17.440 more often it's now the consumer expectation. And if I see a site that's just riddled with stock photography,

00:24:24.240 um it's it's diminishing the value of the business. And it's especially odd if like the business actually has an

00:24:30.320 attractive office and has stuff to share. Like why would you resort to stock photography? Um on the SEO point

00:24:37.840 that you'd mentioned, um it's it's it's a forever changing thing. I always refer it to almost fitness in the sense of

00:24:44.880 like the nice thing about it is if you put the work in and you earn position, you took a week off, you're not going to

00:24:50.400 lose it all. But if you take a month off, you're going to start to feel it a little bit. And if you just let it go

00:24:55.520 alto together, you're going to lose it, right? Because everyone else is competing for that space, right? Yeah.

00:25:01.520 It also depends on where your business is at. I mean, um, if you're really really good at what you do, um, and you

00:25:09.440 have a reputation, um, and and sometimes, I mean, some of our business, Accurate Glass, you know, we can put

00:25:16.640 splashy pictures, you know, we can participate in the social media exercise, but in the end, we need to

00:25:23.600 produce a good product. Y, we need to send somebody to the your house or cottage that knows what they're doing,

00:25:30.400 really indepth, has a lot of experience. Yeah, they need to be able to interpret, you know, what to do and then somebody

00:25:37.360 else needs to show up or sometimes the same person that shows up um to execute

00:25:42.880 it physically and to eventually have that beautiful picture which is now

00:25:48.320 postable and sharable and Instagrammable and everything else, right? the the you

00:25:55.279 we're still in a world or our business anyway is still in a world when it comes to homes and cottages where you need to

00:26:01.200 do the work and you need to do work properly. And then on top of that, as to your point, you need to let people know

00:26:07.600 that you're doing it properly and you need to show people proof that you're doing it properly. And digital proof

00:26:13.360 seems to be the where it's at right now. Yeah. And then people that are buying into what you're selling, they want to

00:26:19.679 have access to that information because they're interested. they're making an investment into your product or service, they want to have access to that by way

00:26:25.600 of like your Instagram or your website. Um, you'd mentioned earlier with SEO, a lot of people will just chalk it up to,

00:26:31.840 oh, this is Google's mysterious algorithm and it's a situation beyond their control. They'll hire potentially

00:26:37.440 like an SEO company to do SEO work and they think it's it's outside of their control to really, you know, get the

00:26:44.559 ranking up. I would argue that that's not entirely true. the the work is

00:26:49.919 sometimes mystical like as far as like a technical end item. Um, but if you

00:26:55.039 really distill it down to like Google's job is to provide a really good search

00:27:00.320 engine at the end of the day, they're they're providing a search engine that may gives you the best most accurate

00:27:06.000 results to whatever it is you're searching for. Um, they're not they don't have a person that systematically

00:27:11.520 goes through the city of Barry and looks for the best glass companies, right? are the best glass manufacturers or glass

00:27:17.440 shower glass installers. There's not a person making those things. They're subject to use algorithms and and data

00:27:23.039 points to find these things. So, their goal is to provide the most valuable results. How can you do that? You have

00:27:29.919 to look at measurements like demand like are a lot of people are other people looking for this business, credibility,

00:27:36.559 how long has this business been online? Um and reliability of the information,

00:27:41.600 is it accurate? All right. So they can do that through mechanisms like well we have Google Analytics on your site for

00:27:47.760 example and so they can they know exactly how many people have been to the site. They know as a customer of yours I

00:27:53.840 have appreciated you know and all the things that are going on every day. I've appreciated like opening the report and

00:27:59.919 just glancing at it for a second or two and thinking to myself um okay how much business do we have? Are things getting

00:28:06.799 busier? Oh look the number of phone calls that came through the website is is increased and so is our business. like drawing that correlation, right?

00:28:13.760 Yeah. So, um I think it is worth mentioning um that we went through an exercise and we probably will again with

00:28:20.880 SEO. Yeah. Um I I I found there was value in it. Yeah. Um but I learned a

00:28:26.960 lot about how and there you you can't just pay money and control it, right?

00:28:32.480 Yeah. Right. You can't you you can pay money um and then you and then the control is kind of like a wild bull

00:28:38.559 ride. Yeah. Okay. And because you don't know what your competitors are going to do are doing at the same time to try and

00:28:45.039 get that same result. Exactly. But I think businesses don't know that there's a lot more of search engine optimization

00:28:51.360 in their control than they realize. So if we go back to what I said about credibility, reliability um you know as

00:28:59.120 far as like Google's objectives to provide the the best results. So traffic on the site is a good measurement of

00:29:04.320 credibility. If a lot of people are going to this website, then there must be a good resource on glass right now.

00:29:09.440 Okay, got a lot of numbers. That's one check box. Are those numbers sticking around? What's the time on page? Oh,

00:29:14.799 wow. Okay, these these people are spending on average four or five minutes on the website. Therefore, they must be liking what they're seeing. This is just

00:29:20.960 data. A lot of people spending a lot of time. So, you're going to rank well because Google's already recognized

00:29:26.559 through analytics there's a lot of people on this website and they're spending a good deal of time. um and do

00:29:32.240 they come back and has this website been around like your domain name and if you go to like easyh whois.com and you put

00:29:37.360 in accurate uh ask glass products um and put in that URL you'll see the date it

00:29:43.200 was registered which is many many many many years ago so this website has been around a long time it was updated as

00:29:49.600 early as 48 hours ago it has a ton of people visiting the website and they spend a good amount of time so that's

00:29:55.440 going to help your ranking so even shows like this podcast where you'd say That's not an

00:30:00.799 SEO initiative. It absolutely is. We're creating content that goes on the website that everyone on the show is

00:30:06.799 going to visit. Like every visitor is going to go and I'm probably going to share with people that I know and they're going to go to your website and

00:30:12.240 watch it. They're going to each of those IP addresses are going to spend, you know, five, six, seven minutes on on the site more. That's an SEO. Okay. I have a

00:30:20.080 challenge for you. Yeah. I have a challenge for direct challenge with him as my witness. Yeah. Okay. And and don't

00:30:26.720 worry, there's no ice buckets involved here. Okay. Uh, and don't press that

00:30:32.440 button. Okay. Um, we have been doing the podcast kind of as an experiment.

00:30:39.039 Yeah. And the podcast is we're we're non-political. Um, we're not looking

00:30:44.080 for, you know, easy views by, you know, featuring, you know, the top 10 things that, you know, like a car crash or

00:30:50.559 something that gets lots of views. Okay. Yeah. Um, we want people to see the content for the for what it is, for the

00:30:57.200 information who are seeking the information. How quickly can you get your podcast with you as the guest to

00:31:04.440 exceed the number of views of the top podcasts that we've filmed thus far? Oh,

00:31:10.559 okay. So, if I wanted this episode to have a higher view count, if you can show me how Yes. If you can get this, do

00:31:16.880 whatever you need to do. Play with that thumbnail. Yeah, put whatever you need to on that thumbnail as long as it's not

00:31:22.320 totally distasteful or gets us banned or something like that, you know, don't go crazy with it, but put whatever

00:31:28.559 thumbnail you need to, whatever's going to attract that first click, whatever is going to get somebody to watch it. You

00:31:33.600 know, I I really the people that you're trying to appeal to, I would think your customers. Yeah. Okay. And I would hope

00:31:39.919 that I would be able to use this podcast as an example for other business owners in Barry and Mskoka who could promote

00:31:46.559 their businesses. Yeah. Okay. And really it's about the hardcore information.

00:31:51.919 Yeah. Okay. We're going to do another podcast at some point that's accurate glass just about selecting glass.

00:31:57.519 Perfect. Yeah. Okay. So, somebody who you're going to direct here is somebody who's looking to do a website and wants

00:32:03.039 to understand what it's like to start from a certain point and reach whatever

00:32:08.720 point you want them to reach or whatever their objectives objectives are for media. Right. Okay. I think I'm sure

00:32:14.720 media suite it's not it's not called media now or media overnight or

00:32:20.000 something. It's media suite I assume because you're saying come to us and we'll help you know we can maybe we

00:32:25.039 don't provide all of the services but we our core like you said is website and then here's the other things that you

00:32:31.360 can do to help promote that website and and testimonial. This is me listening to

00:32:36.880 you doing this. Yeah. Right. And it and it has brought us business and it had brought brought us credibility and

00:32:43.200 people can go on online and they can listen to to to uh the people that work at Acurl Glass, not just myself. We've

00:32:49.440 had other people on and say, "Hey, I want to work with these guys." Yeah. Yeah. Right. Not only that, I've had one

00:32:54.640 person on the show who was so enthusiastic and so, you know, uh uh you know, an expert in his field and and

00:33:01.360 that people have gone to him and said, "I just they just saw the podcast. I just want to work with that guy. It's just so hyped up." Yeah. Yeah. Yeah. It

00:33:08.640 was a great guy from Mac Mechanical and Okay. Yeah. He just did if you watch the Mac Mechanical podcast, he just did such

00:33:14.480 a good job just being positive and it's like, hey, I got to make a bunch of choices for my cottage or or I think in

00:33:20.960 the people who gave me that feedback were building a cottage and they're like, you know, I got to deal with a bunch of very crusty people and that guy

00:33:27.519 looks like he's just going to make my day brighter. Yeah. And he knows what he's talking about. He provides a good service and he's backed by a good

00:33:33.679 company. Yeah. And people could see the passion that he had for the product that he's selling. Right. Correct. I think like from again years and years of

00:33:40.399 business, anytime I've ever focused on the money, the business does okay. Not so like it's just stale. But anytime we

00:33:46.559 always put the focus on providing like a valuable service and you get stoked about like actually launching a great

00:33:52.000 site that's going to impact the business and if that becomes like what's in your crosshairs is actually doing the best

00:33:57.360 job and like making that person happy and realizing their goals that is when business accelerates across the board.

00:34:04.399 So him on that show he probably you could you could probably feel that that feel that like at the end of the day

00:34:11.040 what he was doing was really like fulfilling him. And that fulfillment is

00:34:16.800 like oh then I want to work with him. Yeah. He's going to bring he's going to bring some kind of value. Yeah. So um

00:34:22.000 back to the to the fact that website will live for a long time period and establishes the credibility and that

00:34:28.639 credibility gets transmitted to uh searchability. Yeah. Okay. Um it's the whole core and foundation of our

00:34:35.119 business of accurate glass. Yeah. How Acura Glass got started is Sean Monahan

00:34:40.280 bought uh a company called Lancer Glass which phone number was the same phone

00:34:45.918 number as our phone number today cuz back then it was about phone numbers. There was no websites, right? So was yellow pages and that kind of stuff,

00:34:52.239 right? 705722-6767. If you called that number from now in

00:34:58.440 2025 all the way back to 1969, the person who picked up the phone always

00:35:03.680 wanted to help you solve your glass problems, right? Yeah. You know, that's the longevity there from 1969 to 1925.

00:35:12.640 Yes. Is call this number, we'll solve your glass problems. And if we can't solve it, we'll recommend somebody who can. Right. Okay. So, I think what

00:35:19.280 you're saying is the same thing the website. Okay. If you go to I mean do you have a customer you want to mention

00:35:24.480 besides accurate glass somebody could look at as an example um complete windows and doors we really like we did

00:35:30.720 a launch last fall for winging it which is a chain of wing restaurants I really like the way that that site turned out

00:35:37.119 uh we just launched Berry Trim and Molding that's that project's really cool yeah Lee was on the on the podcast

00:35:43.280 so if anybody's watching this and they're interested in Barry trim go to the website I'm hoping we should talk and that's one thing you can do to help

00:35:49.119 is talk to Lee and if you're helping him with his website is plug in his podcast into his website. Yeah, absolutely. Yes,

00:35:55.440 please. Time on page, more people to go there. Exactly. Yeah. And he did a great interview. It was one of the earliest

00:36:00.960 interviews and he handled it so well and you know and the idea was to bring credibility to his business, right?

00:36:06.400 Yeah. Absolutely. Yeah. It's it's integral that every guest on this show that is a business owner that they get

00:36:13.119 that like they go to your YouTube channel and they embed that video on their site. Most businesses have like a

00:36:18.960 news section or a blog section or something like that. Get that video on their own website. Um they need to post

00:36:25.359 it on social that they were on an episode and and your customers will benefit from it big time. Yeah. Okay. So

00:36:31.119 lastly, what is your um what so back to the longevity thing is what is the

00:36:36.320 website that you have, you know, in your group of customers that's been online the longest? Oh, that's a good question.

00:36:44.640 um who who wouldn't mind you mentioning them in a in a podcast. No one would mind, of course. Um we'd have to scroll

00:36:51.200 down to like whatever year that was, but uh one that comes to mind is Jarlet Health Services. Um we've been in

00:36:56.960 discussions with them about a redesign, but the site that you see there now, which is about five or six years old, is

00:37:03.440 probably the third one we've done. So that site um we did, you know, decades

00:37:09.280 ago. So there's the original version of that site. So these things some of these websites have like been you've been able

00:37:15.280 to go to their URL for for like forever. Yeah, it's a chain of 18 long-term care

00:37:20.720 facilities. So I I don't know what the date was on this one, but yeah. So that site, look at how old it looks at the

00:37:27.440 time. It was it was uh that was cutting edge. Yeah. Yeah. But uh yeah, and a lot of people like we've uh we've had the

00:37:34.480 privilege of working with them year over year over year. Um there's a metals company I I think you had ABA. Is it

00:37:40.960 ABA? ABA is the is a funny one. So, we've developed one site for ABA. And if

00:37:48.000 you go to it, it's not mobile friendly because at the time there was not mobile websites. It's that old. And I talk to

00:37:53.280 them all the time like, "Guys, we have to we have to do this." And they're like, "Ah, we're busy. We're fine."

00:37:58.400 Well, that's it. Sometime sometimes it's just like uh my father-in-law had a very um classic business. I mean, at one

00:38:04.560 point it was like 12 trucks or something. Um he was out in Alberta uh Neil's Welding. And if you look at his

00:38:10.720 logo, it's like was like a atypical 1950s sketch drawing. Yeah. And he just

00:38:16.960 never changed it and it just worked, right? Yeah. It just worked. People It's a recognizable thing, right? And that's

00:38:22.240 I guess the way they see it. It's not broken. Um it it works. They're they're busy so they're happy. Um but yeah, it's

00:38:29.599 it's one that uh they definitely could use a refresh. I think that site is 15 years old. Like it's super super old.

00:38:36.160 Okay. Well, um, back to, uh, back to how to contact you. So, it's pretty easy. Mediasuete. Trevor Howard. Yeah.

00:38:42.160 Media.ca. Mediasite.ca. There's a contact on the con. What's your What's the phone number people can call if they

00:38:47.920 need to? Uh, 24988-9690. Email us info@mediasite.ca.

00:38:53.760 Perfect. Yeah. Okay. Thank you. Yeah. Thank you very much for doing the podcast. Thank you. The challenges out

00:38:58.960 to you. Um, sounds good. Yeah. Check those. Uh, I mean, if views is going to bring you business, but I think views is

00:39:04.720 part of So, that'll be the goal to get this one to have a higher viewer count than others. I'm going to do another one

00:39:10.320 though later, right? So, we can come up with uh cuz what I would do is every guest I've said there's always a second

00:39:16.240 chance. Okay. As long as I can afford to keep, you know, do second chances. Yeah,

00:39:22.000 sounds good. Let's do it. Okay, fair enough. Thank you very much uh for watching uh Lake Effect podcast and

00:39:27.760 we'll see you on the next episode. [Applause] [Music]