

# dyrector

## Website & Marketing Audit

### OVERVIEW

The goal of this document is to pour through your site top to bottom and give you an honest assessment of where I feel the site stands, and what it would take to get to where I think you want it to be.

### **SITE NEEDS A RE-DESIGN, NEARLY REQUIRED**

Your site isn't mobile friendly at all!!! Just looking at it I assumed it was as it followed modern design principles pretty well, but nope, it functions very poorly on a phone. That's a huge red flag, and that by itself will greatly decrease conversions. **EVEN WORSE THAN I THOUGHT**, as 68.5% of your traffic is from a mobile device, and your site is **TERRIBLE** on mobile devices. People have to zoom in to view.

Your bounce rates for Social Media Traffic is 73%, which is likely mostly due to the site not being mobile friendly, and your organic search traffic is 67%. Both terrible numbers and very indicative of a site that isn't catering to mobile users. **MOBILE INCLUDES PHONES AND TABLETS.**

I wouldn't spend a dime on Paid Marketing until the site is re-done and fully "responsive", aka, mobile-friendly. Your bounce rates are way too high to direct any paid traffic effectively without me knowing for a fact that you're pissing half of your budget to the wind.

I've included two different website re-design packages on the next page.

**\*\*\*\*\*SEE PROPOSED PACKAGES ON NEXT PAGE\*\*\*\*\***

## **THEME-BASED WEBSITE RE-DESIGN WITH WORDPRESS/WOOCOMMERCE & DIVI THEME/PAGE BUILDER**

We will re-design your website, top to bottom, using a pre-built theme and page builder system, including plugging in your product, it's options, re-creating your single-page home page top to bottom using similar concepts, but minor tweaks and improvements here and there. BENEFITS, it's more affordable, and it comes with a nifty page builder via the theme called the Divi Builder. DOWNSIDE, using a pre-built theme will present us with a little less flexibility as we have to build all of the design and features using tools the theme provides. THIS NORMALLY ISN'T A PROBLEM, but if you want total, 100%, no holds barred control over every aspect of the design and layout, this package isn't probably a good fit.

**Price: \$1,500**

Includes up to 30 hours of development, training and plugin install and tweaking time.

## **FULLY CUSTOM WEBSITE RE-DESIGN WITH WORDPRESS/WOOCOMMERCE & CUSTOM CONTENT/PAGE CONTROL**

We will design and re-design every aspect of your site from scratch. No pre-built theme, everything built top to bottom perfectly to spec. As part we can totally re-create whatever needed to improve the presentation. No limit to what we can do, we have total control of every pixel, and every aspect of the design and layout, and will built custom control for you to be able to manage the content on your own via a custom build page builder system.

**Price: \$3,000**

Includes up to 30 hours of development, training and plugin install and tweaking time.

**\*\*\*\*\*SEE FINAL NOTES ON NEXT PAGE\*\*\*\*\***

Honestly, I was going to go into greater detail, and cover the marketing side of things as well, but with the site in its current state, I wouldn't even want to take on the marketing program for you. It will simply fail, eat way too much budget to visitors that just bounce because the site isn't mobile friendly and we just wouldn't be able to be effective. NO ONE CAN. The fact you're still getting decent sales speaks to the quality of your product, and I can guarantee, your bounce rate, and in turn sales will go up more by redesigning your website with your current traffic over trying to send new traffic to the site.

## QUESTIONS?

If you have any questions, don't hesitate to ask. Just use the contact information below and we can further our discussion about your project.

Thanks,

A handwritten signature in black ink that reads "Ted Hust".

**Ted Hust**

*President & Project Manager*

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