

A close-up photograph of a tree trunk and mossy rocks in a forest, with fallen leaves on the ground.

# WEB PRESENCE AUDIT PACKAGES



## A FEW NOTES

- Packages can be edited in just about any way to meet your needs. Just ask!
- Flexible payment plans are available upon request.
- Tight timeline? Rush upgrades are available.
- Discounts (typically 5–10% off) are available for people of the global majority, LGBTQIA+ folks, and members of the disabled community. If you're part of any of these communities and feel comfortable sharing, please let me know.

# WHAT'S INCLUDED IN MY WEB PRESENCE AUDIT / CHECKINS?

## 1. Design & Visual Branding Review

- Overall visual consistency and cohesion
- Color, typography, and imagery assessment
- Alignment with brand messaging and impact
- If your plan is to rebrand, I will give input on what does and doesn't work with what you currently have

## 2. Layout & Structure Evaluation

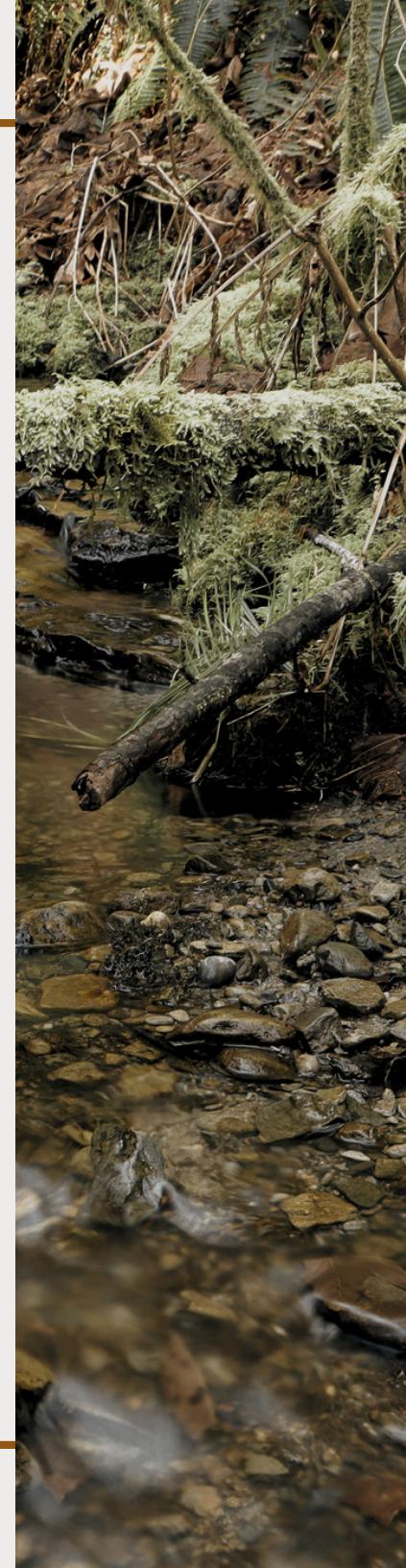
- Page structure and hierarchy
- Navigation clarity and flow
- Placement of calls-to-action (CTAs) and key information

## 3. User Experience & Accessibility

- Ease of use across devices (desktop, tablet, mobile)
- Clarity of user journeys (can visitors easily find what they need?)
- Basic accessibility considerations (contrast, font sizes, etc.)

## 4. Prioritized Action Plan

- A clearly prioritized list of suggested improvements
- Quick wins and deeper strategic changes
- Next-step recommendations





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## PACKAGE ONE:

### Includes:

- Full audit of website design, layout, and user experience. Note: Does not include social media profiles.
- PDF report with basic, actionable feedback.
- Delivery within 4-6 weeks of receiving all materials.

INVESTMENT: \$600 USD

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## PACKAGE TWO:

### **Includes:**

- Full audit of website design, layout, and user experience.
- Full audit of all social media profiles (Up to 3).
- PDF report with tailored, actionable feedback.
- Delivery within 4-6 weeks of receiving all materials.

**INVESTMENT: \$1000 USD**





## PACKAGE THREE:

### Includes:

- Full audit of website design, layout, and user experience.
- Full audit of social media profiles (Up to 6).
- Brand cohesion across platforms and profiles (are people getting the same experience everywhere?).
- PDF report with tailored, detailed, actionable feedback.
- Delivery within 6-8 weeks of receiving all materials.

### INVESTMENT: \$1400 USD

# ADD ONS:

**20-30 Point Checklist:** Where to start if implementing changes on your own or with a team. Investment: \$150

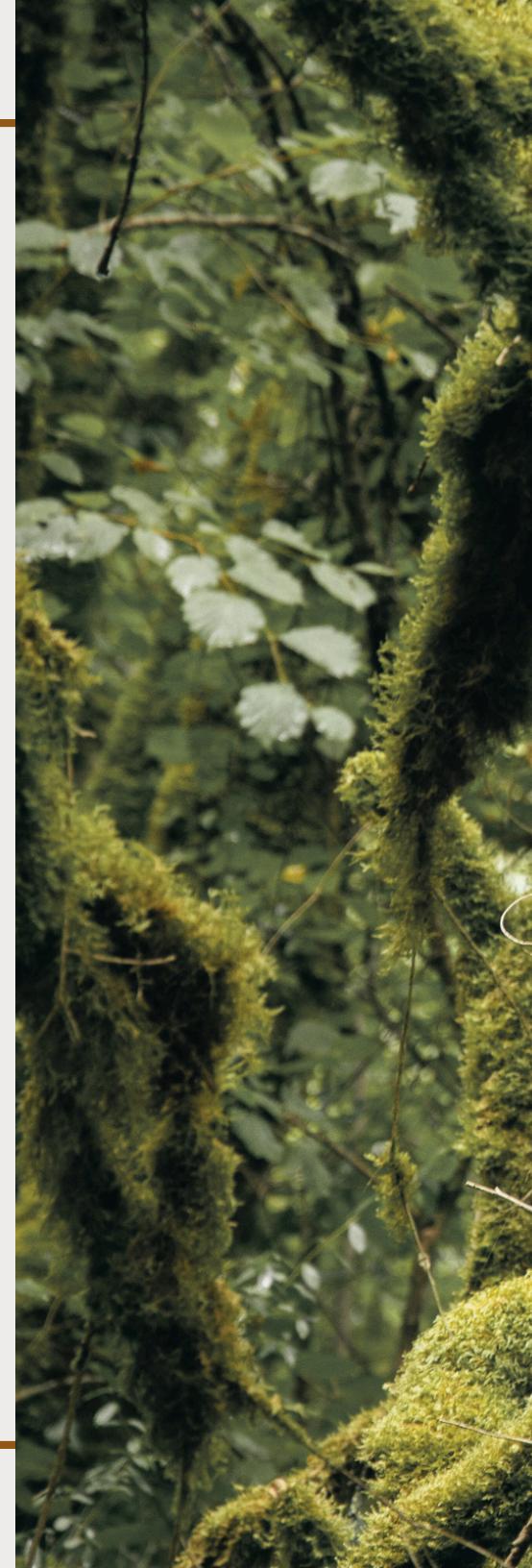
**30-Min Follow-Up Call:** Discuss implementation and next steps. Next steps with me or independently. Investment: \$150

**Brand Voice Alignment Check:** A PDF review of copy/text tone, word choice, and whether it feels aligned with values and ideal audience. Includes tips for refining voice. Investment: \$250

**Recorded Walk Through:** A screen share explanation of findings. Investment: \$350

**Added Social Profile Audit:** Add an additional social media profile to your package. Investment: \$350

**Homepage Rewrite Suggestions:** A PDF guide to rewrite your homepage text (hero, about snippet, CTA blocks) for clarity, resonance, and conversion. Investment: \$400





## NEXT STEPS:

If you'd like to collaborate, please email me back with your choice and any questions you may have. You will receive a questionnaire, contract, and first invoice within 72 business hours.

If this is where our journey together ends, thank you for your time and presence. I wish you and your business all the best 🌿🌟

- *Aubrey*