

A photograph of a forest floor with a large tree trunk covered in green moss on the right side. The background is filled with many thin, vertical tree trunks, creating a sense of depth. The ground is covered with brown, fallen leaves and patches of green moss.

WEB PRESENCE AUDIT PACKAGES

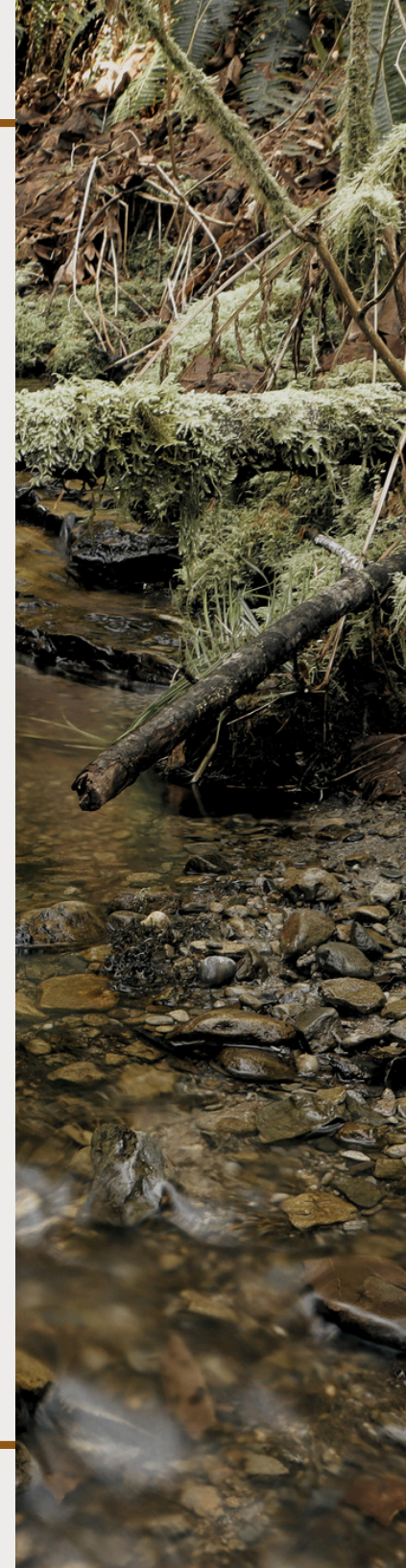


A FEW NOTES

- 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 you're 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





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

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



A vertical strip on the left side of the slide shows a lush forest scene with tall, thin tree trunks and dense green foliage at the bottom.

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