



WEB PRESENCE AUDIT / CHECKIN PACKAGE OPTIONS

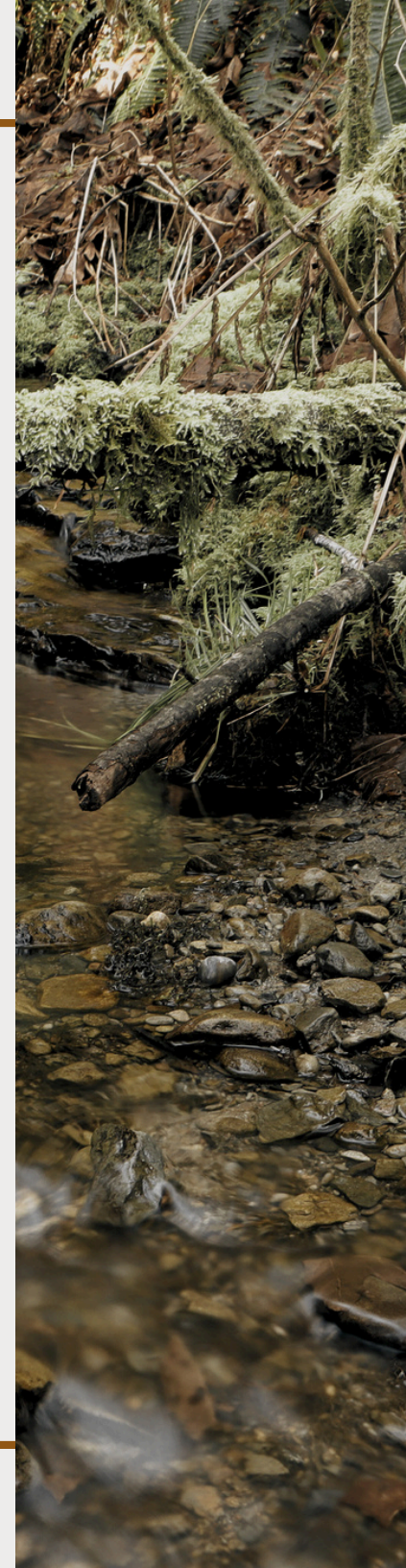


A FEW NOTES

- Packages can be edited in just about any way to meet your needs. Just ask!
- Flexible payment plans are available and welcomed upon request.
- Tight timeline? Rush upgrades are available.
- Discounts (typically 5–15% 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.
- Implementation services are 10% off if you choose to hire me for the next phase.

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
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 vs. deeper strategic changes
 - Next-step recommendations





PACKAGE ONE:

Great for entrepreneurs, coaches, or brands with smaller websites with up to 10 pages.

Includes:

- Full audit of website design, layout, and user experience.
- Written PDF report (5–10 pages) with tailored, actionable feedback.
- Annotated screenshots showing specific areas of improvement.
- Delivery within 3-4 weeks of receiving all materials.

INVESTMENT: \$1200 USD

PACKAGE TWO:

Great for growing brands ready to fine-tune both their website and social presence. Up to 15 pages for site and 2 social media profiles.

Includes:

Everything in Package One, plus:

- Social media presence review for 2 platforms (bio, feed design, tone, clarity, and consistency).
- Brand cohesion across platforms (are people getting the same experience everywhere?).
- Delivery within 4-5 weeks of receiving all materials.

INVESTMENT: \$1800 USD



A vertical strip on the left side of the slide shows a dense forest with tall, thin tree trunks and lush green ferns and undergrowth.

PACKAGE THREE:

Great for established brands ready for a full digital clarity overhaul. Up to 20 pages for site, 3 social media profiles, and recorded strategy guidance.

Includes:

Everything in Package Two, plus:

- Audit of a third social media platform.
- Full PDF report, annotated screenshots, video explanation and walk through.
- Delivery within 5-6 weeks of receiving all materials.

INVESTMENT: \$2800 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 can be 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 your contract and first invoice within 72 business hours.

If this is where our journey together ends, thank you for your time and presence. I'm wishing you and your business all the best 🌿✨

- Aubrey