



The Global Website Program

*A website audit or design can be done for any business anywhere in the world.
This program gives the client two options to choose from based on their needs.*

WEBSITE CONTENT AND DESIGN AUDIT SEO ANALYSIS

A website audit is a full analysis of everything related to your website's level of search visibility. A complete and detailed audit will give you a deeper understanding as to why your site is not generating the traffic you think it should or why your sales and conversions are not improving.

Content Review

The following criteria is used to review your content:

- ✓ Content's spelling and grammar issues.
- ✓ Very dense paragraphs and no white space between the content.
- ✓ Bolding or underlining to make content pop.
- ✓ Headlines to categorize the content. Images to support the content.
- ✓ Use of bulleted or numbers lists to communicate key pieces of value
- ✓ Continuity between text and images on website page.
- ✓ Links and buttons used correctly and open to correct locations
- ✓ Consistent design, color, and fonts.
- ✓ Header, content and footer are clear and distinguishable.
- ✓ Viewability on a mobile platform
- ✓ Calls to action present and relevant
- ✓ Pages are optimized; keywords relevant and present
- ✓ Page titles less than 70 characters and keywords used in meta descriptions
- ✓ Social media icons present and relevant

Rates start as low as \$100
for a review based on the
size of your website.

*WHAT !?!? You don't have a site!
Call us now! Not having a
website is like not having
a business card.
610-405-0633*



NEW WEBSITE or REDESIGN CURRENT SITE

Reasons to think about launching a new site or upgrading the one you have:

1. Your website is "old". The colors and look are outdated, or the system you originally used as a designing tool is antiquated. Many older systems are no longer even recognized by search engines.
2. You want to integrate your site with all your social media profiles.
3. Are you using a design tool that is difficult to navigate or too expensive?
4. Your site is not useful to visitors. The main things you need are a great, streamlined presence and good content.
5. If your website does not project a professional image it may be time to build a new one. Online decisions are often made based on appearance. If your site feels like it was designed by a non-professional it may turn off potential clients.
6. Your website is not tracking analytics, or based on the analytics you have, people are not staying on the site for very long.
7. You are starting a new business or non-profit. All marketing leads back to your web presence. If you don't have a good site up & running, you are doing your business a disservice.
8. Is it time to add new services or products, or are you looking to sell products online using e-commerce?

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*These affordable programs can make a noticeable
difference in your online presence and a huge impact
on your business development.*

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