

THE HUDSON CENTER

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CURRENT WEBSITE

WHAT'S WORKING

- » **Positioning:** within the body copy, what you do and for whom you do it is clear
- » **Layout:** the website layout is simple and uncluttered
- » **Pages:** There is a clear flow to the website, especially within the product pages
- » **Homepage:** clear breakdown of the three areas your services fall into
- » **Copy:** The body copy is clear and well-written
- » **Contact:** It is easy to contact you since the information is always present in the footer

WHAT COULD USE IMPROVEMENT

- » **Positioning:** A more up-front, bold declaration of who you are and what you do.
- » **Copy:** Could be more benefits focused. A lot of the copy is about features, which are important, but what is the benefit to the client?
- » **Homepage:** Copy could be shortened, it isn't clear that the three service areas are clickable - more clear calls to action
- » **Social Proof:** Do you have any testimonials you could add to the site?
- » **Case Studies:** Are there projects you could expand upon in terms of results for the client and services provided? This would benefit both SEO and provide concrete information of work to potential customers.
- » **SEO:** Individual pages do not appear to have their own descriptions so Google pulls general text from the page and your Google 'card' is missing information.

CHANGES TO WEBSITE

- » **SEO:** Review/research any keywords you may have or would like to use, set up better SEO on individual pages for better searchability, and work on local SEO for better Google card
- » **Positioning:** Create stronger positioning copy and shift out the slider on the home page, create a graphic using that copy and one call to action; add positioning to be present everywhere throughout the website
- » **Copy:** Shorten some of the copy on the home page, rework copy on interior pages to be more feature-oriented, change layouts of product pages re: sliders of dashboards
- » **Website Structure:** add testimonials page, add individual case studies and a page highlighting all case studies in a group (similar to a blog feed)
- » **Calls to Action:** Create better calls to action on the home page

INVESTMENT: \$2,880.00

WEBSITE MAINTENANCE

WORDPRESS WEBSITE MAINTENANCE

- » Do you have a technical question, a website question or a design question? This will cover it.
- » Keep your site glitch and error-free: found a typo, a broken link or a missing image? This will cover it.
- » Keep your site up to date and Google happy with regular changes: Need to add a new testimonial, a new media placement or change some service copy? This will cover it.
- » And (maybe most important!) keep your website secure with regular software checks, backup checks and upgrades

INVESTMENT: \$120/MONTH

MARKETING

MARKETING & DESIGN SUPPORT

- » Stay top of mind with past and current clients
- » Posting regularly to even one social media channel can boost SEO
- » Creating a marketing outline of what to post, when and where to take out the guesswork and
- » Helps create consistency and makes it clear what needs to be created ahead of time

INVESTMENT STARTS AT: \$200/MONTH

ABOUT



ARROWBRIGHT
Design & Marketing

ARROWBRIGHTDESIGN.COM

RAYNA@ARROWBRIGHTDESIGN.COM

917-623-6459

I believe that digital is a craft.

Technology changes quickly. There is always something new to chase, experiment with or deploy. That shouldn't mean skimping on detail and depth when it comes to your goals, your website or your marketing.

I have been designing websites and graphics for 20 years. I have worked with an array of business owners-creative-types, coaches, and writers-breaking down website creation and branding into digestible pieces. Whether it is front-end website design and graphics, or helping business owners grasp a better understanding of SEO and the technology behind their websites, my goal is to support other business owners on their journeys so they can be successful doing what they do.