

02. Website Refresh

A strategic refresh for businesses with an existing website that needs to be clearer, more credible, and more effective at turning visitors into enquiries.

What's included:

- Website audit focused on clarity, credibility, and conversion
- Homepage messaging rewrite
- Recommended page structure and navigation improvements
- Clear calls to action and enquiry path
- Copy edits for up to three core pages
- Design and user-experience recommendations
- Coordination with your web developer or implementation support, if agreed

What you'll leave with:

A website that explains what you do quickly, builds more trust, and makes it easier for the right people to contact you.

What's not included:

A full custom website build, advanced development, e-commerce setup, photography, or SEO retainers. These services can be quoted separately if needed.

Typical timeline: 2-4 weeks for strategy and copy; implementation timing depends on the website platform and developer.