

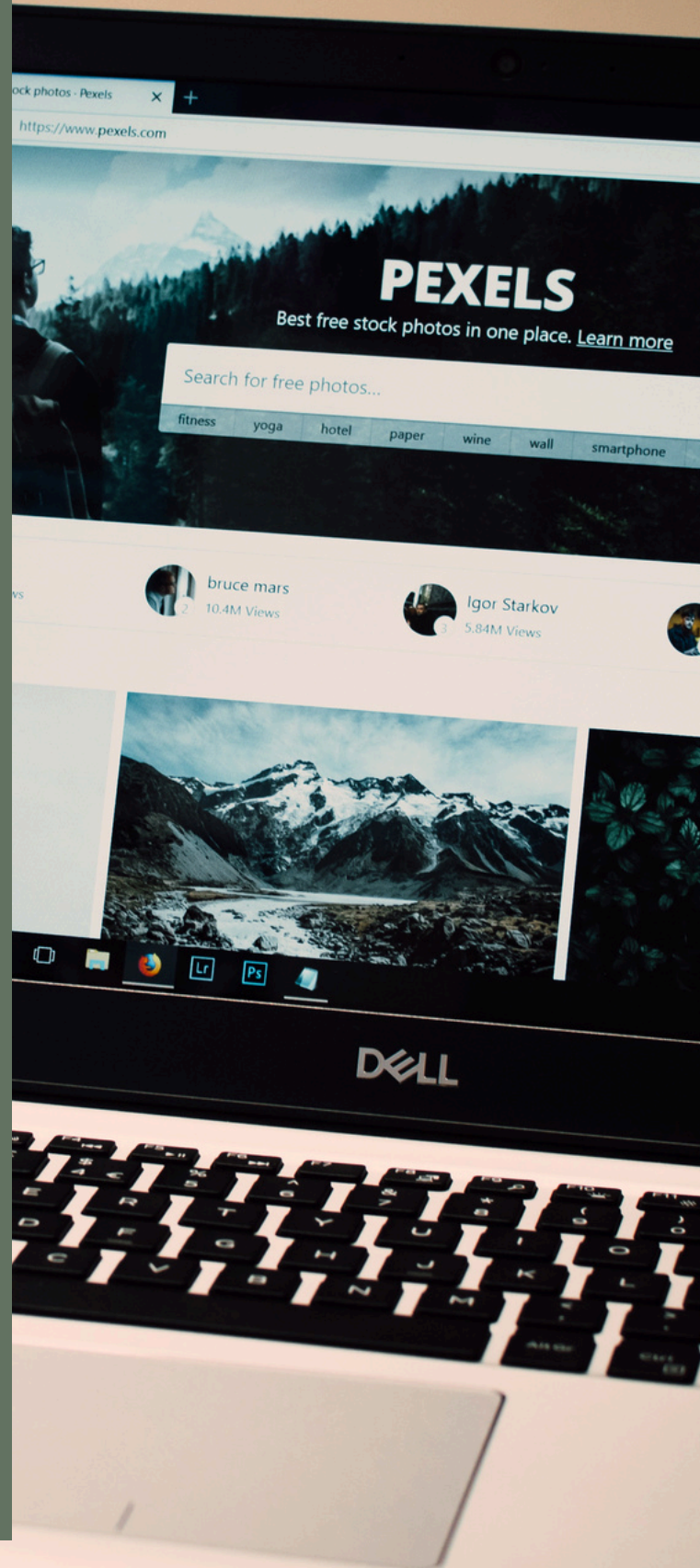
Your Online Persona Just Got *Better!*

This document was made with you in mind: a business owner, entrepreneur, or coach who needs to improve an existing website.

This *Website Audit* booklet dives into the process, timeline, and pricing of a typical website audit.

With the power of a trained eye, I review your website for performance and customer analytics to determine what is working and suggest improvements to better engage your audience.

Let's jump in!



Hello and Welcome!

I am absolutely excited and honored to potentially work with you!

You already have a great brand or service, but your website or its messaging may need some adjustments.

One thing I discovered with websites: the Home and About Us page must be engaging immediately, to attract and retain visitors. These two pages are the most visited pages of a website for any industry. If too bland, you lose the attention of new visitors quickly.

This document was made with you in mind: a business owner, entrepreneur, or coach who needs to improve the design, messaging, or layout of an existing website.

Let's dig into the process of a website design and how it helps you.

To Your Success,

Maeghan Dos Anjos

Copywriter/Designer



WHY ME?

I am not your typical writer or designer. For over a decade, I worked for municipalities, focusing on their communication and outreach needs. I converted messaging to approve votes for local environmental bills and regulations.

Now, I use those same creative skills to help businesses & nonprofits grow as a highly effective conversion copywriter.

Website Audit

Expanding Your Brand

Your business is out there, and you've been building it. You created social media content and advertisements. You even launched your website. However, you noticed you're missing leads, and you're wondering what happened.

I conduct website and copy audits to help you understand what is working and what is missing.

Website Audit: Deliverables from Start to Finish

I'll review your website and check out its performance, looking at its traffic, and more. I will also perform customer analysis. These findings are summarized in a cohesive memo or report with the following sections:

- Explain What Is Working
 - Explain What Needs Improvement
 - How Customers React To Your Website
 - Ways To Improve Your Website
-

See samples of my website designs by visiting:
www.maeghanwrites.com

Going Beyond Writing

All Services Offered

Revising an existing website is a necessary and exciting journey to be on. Not only that, but it is also a great opportunity for brand growth!

Your name or brand gets out there, allowing you to expand and network.

When you are ready to expand, I also provide content and copy for:

- Social Media Marketing
- Email Campaigns
- Newsletters
- Product Descriptions
- Websites/ Landing Pages

For a complete list of my services, please navigate to [“When You’re Ready to Grow.”](#)

Easy 5 Step Process

STEP ONE: Onboarding

- We chat for 1 Hour (phone or video)
- You fill out a questionnaire

STEP TWO: Review

- I conduct website analysis
- I evaluate website performance
- You do what you need to focus on

STEP THREE: -Verification -Customer Surveys

- I verify my findings
- I conduct customer analysis

STEP FOUR: Writing

- My findings are written in a memo or report
- You'll do other things that are not your website

STEP FIVE Deliverable

- You get a wonderful summary that is easy to understand
- You can ask me any questions
- You or a contractor can then update your website from the information on the memo or report.

How Long Does It Take?

I know how important your website and work are to you. Therefore, I hold on to my integrity, allowing me to create a high-impact summary of your website. This allows you to understand what improvements can be made to drive traffic and/or improve sales. That stated, this is generally how a website audit project starts and finishes.

PROJECT START DATE: in 1-3 weeks

PROJECT END DATE: A few weeks after the start date

What I Work On	When is It Finished?
Page Speed and Website Vitals	5 Business Days
Performance and Accessibility	10 Business Days
Review of Search Engine Ranking	10 Business Days
Traffic and User Behavior Insights	5 Business Days
Security Check	10 Business Days
Image Use and Brand Consistency	5 Business Days

To begin your project, I require a 50% deposit upon booking. The remaining amount is due after you receive your final report. If preferred, we can divide your total amount into monthly payments. Need another adjustment? Just let me know!

WEBSITE AUDIT PACKAGES

Package Tier	What It Contains	Price
<p>BASIC: Up to 5 Pages</p> <p>Deliverable: Memo</p>	<ul style="list-style-type: none"> • Design • Layout • Basic SEO • Visitor Experience • Functionality • Content 	\$300
<p>STANDARD: Up to 10 Pages</p> <p>Deliverable: <u>Audit Report</u></p>	<ul style="list-style-type: none"> • Everything in Basic • Accessibility • Full SEO • Security • Performance 	\$500
<p>PREMIUM: Up to 20 Pages</p> <p>Deliverable: Growth Guidance Report</p>	<ul style="list-style-type: none"> • Everything in Standard • Analytics • Competitor Benchmarking • Conversion Optimization 	\$1,000
ADD-ONS	<ul style="list-style-type: none"> • Additional Pages • Implementation Roadmap • Follow-up Audit • Video Walkthrough 	<ul style="list-style-type: none"> • \$75 • \$250 • \$200 • \$150

When You're Ready to Grow

COURSE PRICING

Looking to start a course, or interested in the transparent pricing table? Look no further (other than the tables below and the next page...).

Item Description	Price
Webinar Invite Sequence	\$1,000
Webinar Show Up Sequence	\$900
Promo Sequence	\$2,500
Sales Page	\$3,000
Welcome Sequence	\$1,500
7 Day Evergreen Funnel	\$3,500
5 Day Evergreen	\$3,000
3 Day Evergreen Funnel	\$2,500
3 Day Flash Sale with Teasers	\$1,750
5 Day Flash Sale with Teasers	\$2,000
Video Scripts	Request A Quote
Email Marketing	\$1,500 (5-8 emails Nurturing Sequence)

FULL WRITING SERVICES

Item Description	Price
Article for Blog	\$300 (up to 1,000 words)
Social Media Marketing	\$100/post
Newsletters	\$400 (up to 1,000 words)
Website Copy and Design	Starting at \$1,000
Splash Screens	\$500
Product Descriptions	\$450 (5-10 descriptions)

FULL DESIGN SERVICES

Item Description	Price
Business Logo	\$150
Business Cards	\$80
Infographics	\$200 (Simple, 1 Page) \$400 (up to 5 pages)
Company Documents/Flyers	Starting at \$400

When you are ready to grow your brand, I will be right there with you, guiding you through the process!

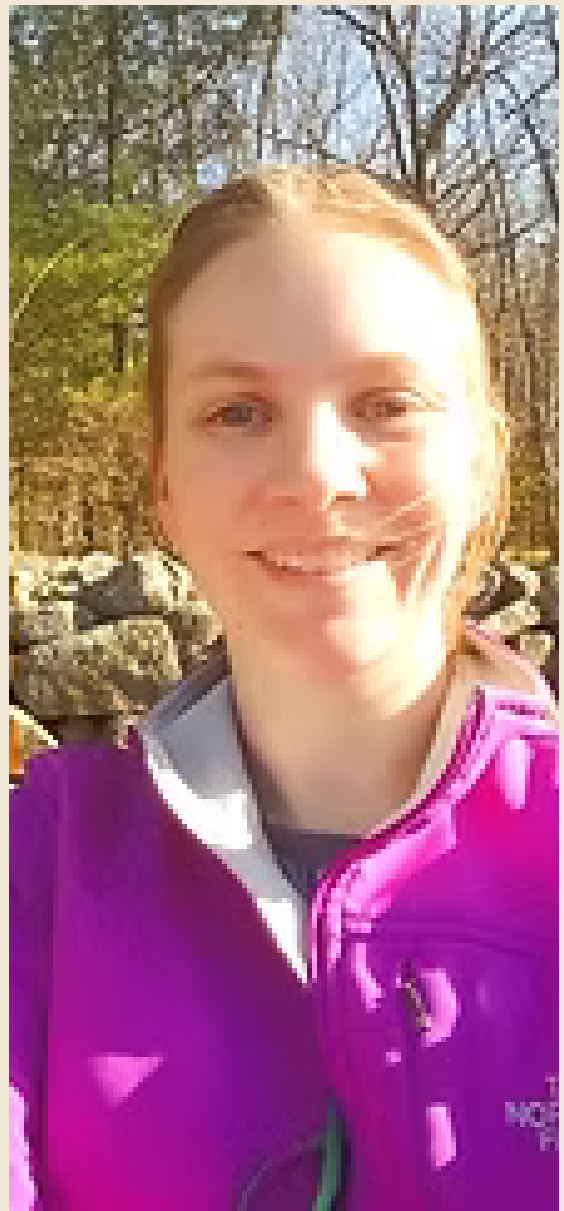
Why Work With Me? *A Former Municipal Officer*

NOT YOUR AVERAGE WRITER...

Every person and brand has a story, and I am no different!

Granted, the minor details may differ from your journey, but underneath it all, I understand how life and business work:

- My current season is a mother of two wonderful children under 4. I completely understand the commitment it takes to be a mompreneur!
- For more than a decade (10 years), I worked as an environmental municipal officer. My communication skills were necessary to get voters to the polls for environmental regulations. I generated more than \$1M in revenue, which is still accruing today.
- More recently, I spent time learning and writing copy after completing my training with a copywriter who has generated more than \$1M in revenue and continues to hold top-tier clients (Adidas and Keurig, to name a few).
- Since becoming a copywriter, I am not afraid to admit that while I go to downtown areas, I scan and read every billboard, flyer, business sign, and kiosk, and think of a way to make it better.
- I am a little afraid to admit that, despite our digital world, I still use a pen and paper for brainstorming and sketching.



TESTIMONIALS

If you need pamphlets [ads] or logos for your business, call Maeghan Dos Anjos.

She rocks at everything she does.

I highly recommend her."

PAMELA SOUSA
Owner, Shine and Clean Perfection

"Working with Maeghan Dos Anjos on our website was an absolute pleasure from start to finish. She was incredibly easy to talk to, approachable, and truly knowledgeable in her craft. From our very first conversation, she made the entire process feel smooth and manageable.

Maeghan was reliable and delivered everything on time, no delays, no confusion. What she promised, she delivered, and honestly, she went above and beyond our expectations. She took the time to walk us through every step, making sure we understood the process, and consistently kept us updated through email so we always felt informed and supported.

We are especially grateful for the spirit of collaboration she brought to this project. It never felt transactional; it felt like a true partnership. When she kindly asked to feature our website in her portfolio, it was an easy yes for us.

As an organization that believes deeply in supporting small businesses and women-owned businesses, we are proud to uplift Maeghan and her work. We wish her continued success and look forward to future collaborations.

We highly recommend her to anyone looking for a skilled, dependable, and thoughtful creative partner."

MIRLESNA AZOR-STERLIN
Co-Founder & Chair, Haitians of The Triangle

Let's Improve Your Website *Together*

READY TO IMPROVE YOUR WEBSITE? SO AM I!

If you read the entire booklet, and you are ready to start your website audit, **then the next step** is to [book a discovery call](#).

On the call, we will go over any questions you may have, the process, and work out the details for your project and goals.

If you have a few quick questions, I would be more than happy to answer them through phone call or email.



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