



Laurel for
Websites

ONLINE BUSINESS PACKAGES

Pretty &
Informative &
Engaging &
Enticing.



Website Exploration

A deep dive into your website and your competitor's to see what's working and what can be improved for better performance.

Performance Review

You will receive a detailed analysis covering up to 100 website data points such as metadata, mobile performance, page speed and more.

\$25

Website Audit

Watch a real-time video review of your website and discover what opportunities for more engagement and conversions are within your existing website.

\$125

Competitor Website Audit

Watch a real-time video review of your competitor's website to understand what is working with their website, what isn't working, and what you can do better.

\$125

Total:

\$275

[Schedule Your Free Consultation!](#)

Business Discovery

Discover what the "secret sauce" of your business is and how use it to set your website and apart from the competition.

Audience Exploration

Go beyond demographics and find out exactly what your visitors are looking for, why they are seeking out websites like yours and what they hope to find. \$50

Value Proposition Discovery

Watch a real-time video review of your website and discover what opportunities for more engagement and conversions are within your existing website. \$50

Unique Selling Proposition Discovery

Generate your Unique Selling Proposition - the reason why your business is the solution your visitors are looking for. \$50

Proposition Validation

Test out your Propositions using a "no muss, no fuss" method on real people and learn exactly what your website should be saying to get visitors to stay, interact, and buy.

\$50

Total:

\$200

Schedule Your Free Consultation!

Business Planning

Build a complete, laid out plan of your website. This shareable plan can be used to communicate with designers in order to understand exactly what your website needs and how much it will cost.

Sitemap Creation

No more guessing how many pages your website needs. Your sitemap will inform you and others such as website designers and developers.

\$200

User Journey & Sales Funnel

Start getting the engagement and conversions your business deserves by mapping out the path to sales and leads.

\$50

Content & Asset Creation

No more trying to jam or shrink content to fit a pre-made template. Know before you redesign what content is needed and how much is need.

\$25

Online Business Brief Creation

A professional, business brief that can be used for yourself, your team, and when hiring professionals. This sharable document will contain everything you need to effectively communicate what your business is, what your website needs, and to negotiate cost of services effectively.

\$50

Total:

\$325

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Business Goals

Understand how your website is performing, exactly what page needs adjusting, and how to continue making your website better and better.

Goal Exploration & Creation

Create goals that can be easily measured and talked about without using a bar chart or spreadsheet.

\$150

Goals, Signals & Metrics Breakdown

Learn what to look for to see if your goals are being achieved and the metrics needed to measure them.

\$100

TAO of Google Setup

Get Google Tag Manager, Analytics and Optimize set up and working for your business goals.

\$75

Metrics Dashboard & Other Tools

See how your website is doing at a glance and get insights on its performance.

\$125

Website Improvement Methods & Techniques

Discover and use tools and techniques that will allow you to easily make tiny, little changes to your website that will make a big difference for your business.

\$25

Total:

\$425

[Schedule Your Free Consultation!](#)

Total for all Package

Total:

\$1275.00

[Schedule Your Free Consultation!](#)

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Start where
you are.

Use what
you have.

Do what
you can.

- Authur Ashe

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