

Because your website should work for you, not against you.

### What is a Website Reality Check?

More than proofreading, less than a full audit, a website reality check tells you how your site is working from a human's perspective. Why do you want this human's perspective?

**I'm a writer who gets business.** I've worked on the front lines and managed sales, customer service, marketing, and operations departments. I'll help make sure your site is sending the right message.

### Relax: it doesn't take long

We start with a brief phone conversation to discuss your business, customers, basic operational issues, and goals. That typically takes about 45 minutes. About a week later, you'll get an easy-to-read site review including quick actions you can take and easy fixes you can make to improve your business and marketing communications. Your upfront time investment is minimal; how quickly you want to handle the fixes is up to you. Call me, and you'll soon be delivering a better marketing message.

### How much does it cost?

Initial consultation \$65 + \$100/page for up to 10 web pages

*For a site review of more than 10 pages, request a quote during consultation.*

### What I do & what you get with a Website Reality Check:

1. I proofread your site, because typos make you look bad. When your site says "form" where it's supposed to say "from," some people won't notice. But others won't call you or shop with you because they just won't trust you. They'll think, *a company that doesn't take care of its website won't take care of its customers.*
2. I check for broken links. (Lost visitors, and – same reasons as above.)
3. I review your content from your customer's perspective, as well as from a customer service/operational standpoint. I approach your site asking, "Does it make sense? Does it encourage the visitor to take the next step?" From this perspective, I offer advice and suggestions related to visitor experience and navigation.

You get a report with basic copy corrections and suggestions on how to improve your online image, message and visitor experience. Suggestions are based on the message you want to send to customers, prospects, and business partners. Most changes and corrections are content-based, and reports include a few tips regarding your site's user interface (UIX) and navigation.

While each report is unique, you can expect a mix of easy fixes plus some 'deeper' suggestions and other items for your consideration. In short, a Website Reality Check offers a truly unbiased, fresh perspective - something a business owner, partner or friend usually can't.

[Get a Website Reality Check. Be sure your website is working for you, not against you.](#)