

Website Review: Recommendations for Enhancing Your Existing Website

The Websmith Group is pleased to provide this website review for **Your Business Name**. Our company was formed to cater to small business, non-profit, and arts / entertainment clients. Our vision is to provide first class web solutions, build long-term relationships, and empower our clients, through an online presence that is cost effective. The following review includes a quote for each of the recommended site enhancements. Please contact us if you have any questions regarding the items identified in this document or if you would like to take advantage of any of the services quoted. Also, we'd love to receive your feedback regarding how we can enhance this document to serve our potential clients better.

Design Review

The goal of the design review is to provide recommendations on how you can better enhance your existing website. You may use this as a guide for planning your next website enhancement project. If you are interested in having Websmith Group implement any of the recommendations provided on this document, just email info@websmithgroup.com and provide a list of the items you wish to pursue.

Your Site URL: <http://www.yoursiteurl.com>

Section A: What works

Congratulations for including the following effective features on your existing website:

- Color photos of your product or service.
- Clear & visible pricing stated on or near the product or service.
- Clearly stated method of payment(s) listed.
- Quality and professional-grade logo.
- Memorable & descriptive tagline.



Section B: What we would do if we were you

Here are a few recommendations for website design enhancement that would make your site more effective.

Color Palette

We recommend that you update your website background color. Using an overpowering color (given the existing design palette) and may decrease readability in your content areas.



Navigation and Site Structure

Your existing navigation is very effective. However, we would recommend that you consider using more descriptive and customer friendly navigation titles. This will also benefit your search engine optimization efforts. For example, since your business specializes in selling widgets, it may be more effective to label the navigation to the widgets page as 'Widgets' instead of 'Products'.



Communicating with your Customers

We recommend that you create a call to action area on your pages. This is the area that requests that the visitor do something (place an order, subscribe to our newsletter, view our new menu). For maximum effectiveness, this area should be in a standard location on each page.



SEO / Improving Your Search Engine Ranking

We recommend that you optimize all webpages. For example, your first level pages (home, about, contact, products) do not contain descriptive page titles or meta keywords. We are attaching a detailed report that indicates the suggested changes, which will contribute positively to your search engine ranking.



Errors and Technical Feedback

Your existing checkout page throws a Javascript error. This could be detrimental in converting your visitors to customers. You will want to ensure that all pages are error free.



The Next Step: Getting It Done



If you are interested in implementing the recommendations provided on this document, use the worksheet below to shop & compare the vendors that may provide the service. We have included our price quote for implementing all services indicated in Section B on the first row of the worksheet. If you'd like to get started with us, email info@websmithgroup.com and mention Design Review #2394 in your email.

Vendor Name	Services Quoted	Price Quoted
Websmith Group	All recommendations indicated in Section B	\$xxx.xx