



Website Content Audit for Small Businesses

- How well written is your website?
- Do you suspect the copy isn't working for your business?
- Are your customers being put off by poor grammar and unclear messages?

Like many small business owners, you were probably excited about working with a website designer to build a great-looking website. And, like many, you might have left the content – the words that sell your business and tell your story – until last.

*You know the writing could be better, but you don't know where to start. *You're not sure that the copy effectively communicates your business philosophy and marketing messages. *You might not feel 100% confident about using language and grammar correctly. *And you almost certainly don't have the time to learn all this from scratch. **That's where Besparkle* can help.**

As a small business, you know your website is one of the most important and cost-effective communications tools you have. It makes business sense to have a website that really sells your company. Brilliant copywriting is one of the key ways of ensuring your website is working as hard as possible for you – and not putting off customers who don't get what you are about and what you can do for them.

If you are looking for practical, expert advice on how to dramatically improve the quality of your website, book a Besparkle Website Content Audit now!

Here's what you get:

A written report, which will include:

- An overall assessment of how well your website content is working as a communications tool.
- Where changes need to be made to language, grammar, and spelling.
- Suggestions for how to improve the readability, tone and style of the content, and the clarity and consistency of messages.
- Recommendations of how page structure and navigation can be tweaked so the copy flows better.
- A checklist of what needs to be done, to work through in your own time.
- A 30-minute session on the phone so you can ask questions or clarify points raised in the report.
- Email support for four weeks after your session for any further questions.

How much does it cost?

For the report, a 30-minute phone session PLUS four weeks' unlimited email support, the website content review will cost your business just £195!

Book your audit now: email maja@be-sparkle.co.uk or call 01483 561711

What happens once you've booked?

- We'll send you a short questionnaire to help us tailor our recommendations.
- Send it back and we'll schedule your audit - usually within five working days.
- We'll email you the completed report, plus an invoice.
- You book a 30-minute phone session to talk it through.
- Four weeks of email support starts from when the report is sent to you.

The Besparkle* Guarantee

We want you to be completely satisfied with your Website Content Audit. If, for any reason, you don't feel you have had value for money, just tell us within 30 days and we will refund your investment.

About Besparkle*

You're in safe hands: we've been helping SMEs improve their communications and marketing collateral with brilliant copywriting since 2001. Director Maja Pawinska Sims is a former award-winning business journalist who has advised companies of all sizes, from start-ups to some of the world's biggest brands.

www.be-sparkle.co.uk