

CONVERSION OPTIMISATION (CRO) AUDIT PROPOSAL

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Trusted by:



SEO initial audit (#1 plan)

Components and deliveries of this audit:

- **Technical audit**
 - Technical recommendations
- **Archeological research**
 - Findings of why traffic dropped and what can be done to reverse
- **Keyword research**
 - For both Teachers training and Yoga/Pilates sessions
- **Market gap analysis**
 - List of potential topics currently not covered and of relevance
- **Set up keyword tracker**
 - Access to keyword database tool
- **GA & GSC analysis**
 - Document with findings & recommendations

SEO setup & audit

AUD \$2,999 - one off

Requirements:

- GA access
- Search Console

SEO Ongoing - Month 1 (no contract, 30 days cancellation notice)

Components and deliveries of SEO ongoing:

- Provide support in implementation
- Teacher training silo analysis and recommendations
- Internal linking analysis & recommendations (1/2)
- Backlink analysis and recommendations
- 2 meetings per month

SEO setup & audit

AUD \$1,500 - per month

Requirements:

- GA access
- Search Console

If more meetings are required (or extra work, training etc), we can adjust this proposal and bring those items in

Conversion Research Audit - One off (web optimization)

This audit includes:

- Optimisation hierarchy (example: what devices are producing frictions to users?). More details of this in the next slide
- Data: are we collecting and reporting on data in a correct manner? (Google Analytics health check & custom funnels setup)
- Heuristics (design analysis of key pages, highlighting areas & copy to improve)
- Landing page design: we'll put together 1 landing page and teach you a solid process on how to put together new ones
- User testing: we'll hire an audience and they'll go through key pages, reporting back their thinking (do they understand what we are trying to convey as a message?)

The audit takes around a month to complete, it takes nearly 30hrs to put together and the result is a comprehensive document with recommendations for the whole team to implement (copywriting, design, web devs etc)

CRO In-depth audit (one-off)

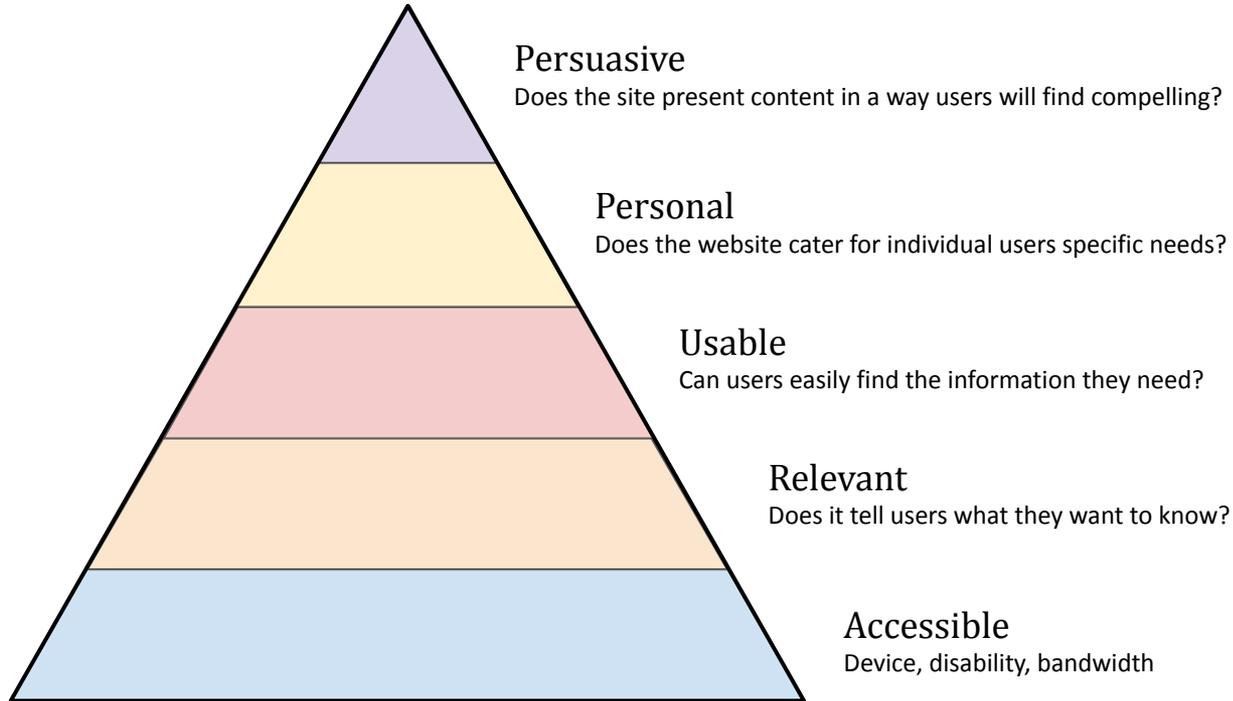
AUD \$2,999

Requirements:

Heat Mapping tracking software (hotjar)

Google Analytics access

Conversion Optimisation Hierarchy



<<< we start here,
and go all the way up

Conversion Optimisation consultancy (no contract, 30 days cancellation notice)

This service includes:

- 1:1 meetings every week
- Funnel design & analysis
- Google Analytics: data user research, campaign performance analysis, funnel performance
- Reporting on heatmap, mouse recording
- Testing (Single, A/B, Multivariate): we provide and test many ideas for landing page variations & offers

CRO In-depth audit (ongoing)

AUD \$1,999 per month

Requirements:

Heat Mapping tracking software (hotjar)

Google Analytics access



Thank you

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