

ALI LAWRENCE

Web Audit/Edit



NEED A COPY TUNE-UP?

You've come to the right word-gal.

You have a site, and it looks great, but you aren't sure about the messaging. Is it effective? Does it harmonize with your brand's visual identity? Does it capture the essence of your brand story? Is it meaningful, inspiring, impactful, and memorable?

It happens all the time. Building a site can be an overwhelming and often underestimated process, and along the way, we can get fatigued.

Getting a professional set of eyes (and hands) on your site's copy is an easy way to elevate your existing copy with virtually no heavy lifting on your end.



How it works

01

We set up an hour-long call to talk through the ambitions and intentions of your brand, the concerns you have about your existing copy, and the hopes and dreams for how you'd like it to perform.

02

I take a deep dive into the current copy of your site and audit the way it functions. Is the language and messaging aligned with the way your brand connects with its customer?

03

I go in, line for line, and infuse copy that brings your messaging to life (it's pretty cosmetic, but the effect is profound).

Things to know

01

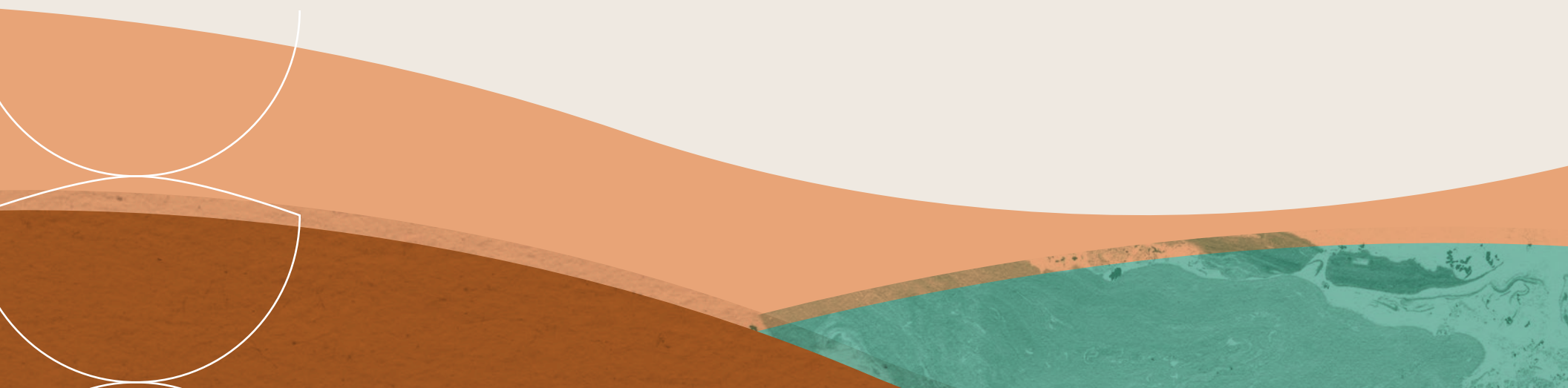
This process includes a holistic survey of your site and then delivers on updating, elevating, refreshing already-existing copy. I will provide an estimate for your site's pages that I audit/edit, an agreement, and you'll give a 50% deposit, and I'll get to work.

02

Once we've agreed on a timeline, you receive the first round of edits, and you'll have an opportunity to provide feedback before we finalize.

03

Together, we make sure you have all you need for this next iteration of your site's messaging. I work in Google Docs and Drive; this is a great way to interact, track and contain all your files.



Did I mention
how I feel about
chemistry?
I believe in it!

Pricing per project varies. If you'd like to learn more, contact me [here](#).

I can't wait to connect
and create with you!



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