



After the redesign: turn the site into a customer path

Help more local customers find the business, trust it faster, and know exactly how to buy, book, visit, call, or ask for help.

THE PROMISE
Turn a prettier website into a visible, current, revenue-supporting asset.

1 Be found first

When local customers search for what the business offers, the important pages are clear, crawlable, and easy to understand.

- Search Console + sitemap/indexing
- Local visibility basics
- FAQ/schema/AI-readable pages

2 Answer key questions

Create useful pages that reduce hesitation and explain services, offers, visits, booking, buying, or contact options.

- Service, FAQ, offer, or event pages
- Customer-friendly explanations
- Clear calls to action

3 Make action easier

Clean up the path from interest to action so customers can buy, book, visit, call, request, or message without confusion.

- Navigation + page-flow cleanup
- Platform/ecommerce/booking support
- Contact, map, and conversion paths

4 Stay current

Keep the site from aging between redesigns with light monthly updates, link checks, content improvements, and visibility notes.

- Promos, updates, and page edits
- Broken-link/search checks
- Short monthly recommendations

Small-business-friendly ladder

Start narrow, prove value, then expand only when the owner sees the benefit.

Launch Visibility Setup
\$400 add-on

Search Console, sitemap/indexing, basic SEO titles, FAQ/schema basics, broken-link pass, next-step report.

Basic Web Care
\$250/mo

Light monthly edits, one update or promo, Search Console check, broken-link check, up to 2 hours.

Growth Web Care
\$500/mo

Platform support, one FAQ/article/service page, updates, visibility notes, up to 4 hours.

Bigger Ops Work
quoted separately

Ecommerce, booking, POS, review systems, service-page batches, larger SEO/content projects, or operational cleanup.