

Whether it's a press release, a newsletter, or a technical manual,

writing should work for you, not against you.

Website Reality Check

Make a good site better

When you ask a professional writer for a Website Reality Check, you should get a lot more than proofreading - and less than a redesign. A website reality check shows you how your site is working for you.

**What words do
is
up to you.**

Get it fast, get it right:

You and I will spend 20-30 minutes discussing your business, your customers, and a few operational issues. Usually, that's accomplished in a short phone call. Then I'll go to work and a day or two later, you'll get a full report. I'll tell you how to improve your online image and "voice," based on the message you want to send to customers, prospects, and business partners.

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While each report is unique, most contain a mix of easy fixes, a few 'deeper' suggestions, and other things to consider. I can provide a truly unbiased, fresh perspective that a business owner or partner can't.

I'm biased; I think content will always be King. When you ask a writer to review the words that represent your company online, I think you should expect to learn how your website can help you make a few more sales, and make them a little faster and easier. You should also learn how to avoid misunderstandings with your prospects and customers.

Relax: it's not a long, involved project.

It's an easy-to-read site review, a **quick action plan** to improve your business and marketing communication. I can provide a truly unbiased, fresh perspective that a business owner or partner can't.

Try it!

Websites under 10 pages just \$65

Websites of 10-20 pages \$120

Websites over 20 pages *probably less than you think – call me*

Not sure you need a reality check?

Wondering what I do for \$65?

- I proofread it, because **typos make you look bad**. When your site says "form" where it's supposed to say "from," some people won't notice. But others won't call you or give you a chance at their business because they just won't trust you. They think, *a company that doesn't take care of its website won't take care of its customers*.
- I check for **broken links**. (Same reason as above.)
- I review **FAQs from your customer's perspective**, as well as from an operational standpoint.*
- In the broader sense, I approach your site asking, "**does it make sense?**"

Get a website reality check and **make sure your site says the right things, and presents the right image, for your business**. Call me - you'll be on your way to a better marketing message in a couple of days.

Why me?

I've worked on the frontlines and managed sales, customer service, marketing, and operations departments. I've helped organizations improve their teamwork and capacity. And I've been a professional communicator for more years than I care to admit. Add it all up and I think you'll agree my experience is worth more than \$65. And, so is your site. Call me for a website reality check. Your business should look good online!

Business Consulting & Professional Writing Services

www.DianeStresing.com

**Got a lot of technical jargon? I can handle it. Got a lot of legal documents? I can help, but I'm not a lawyer. Most of your customers aren't either. Think they might be impressed with contracts that are actually readable? Of course they will. Here's the bottom line: if your site is especially full of legalese, there might be an additional charge for the reality check – and I'll let you know up front what that is. (Naturally, I recommend running any contractual language changes by your legal counsel.)*