



style&story  
design

## Project Name Proposal

Crafted for Greg Samples by Style and Story Design  
on 15th of June 2019

604-813-0014

[dave@stylestory.ca](mailto:dave@stylestory.ca)

stylestory.ca

# Why You're Here

More than ever, your website is the primary growth tool for your business. People are searching for your brand and your products, they're clicking on your ads, and they're engaging with your social media posts.

You have traffic. You have services. But not enough of the people visiting your website are buying from you - and this is making it hard to hit your fiscal goals and sustain the cash flow necessary to grow your business.

On average, your website gets about 45 unique visitors a month. Only 15% of these visitors are from Canada, of which only 50% are from Surrey.

# Where You Want To Be

Simply put, you need to bring the monthly average of users to the website up by at least 3x that amount to gain traction in the South Surrey/White Rock area.

1. **More traffic.** More eyes on the site means more chance of getting a paid customer.
2. **More conversions.** You need to convert website visits into actions such as email and phone calls.
3. **Showcase your services.** You want to get what you do and what you want to do out to people who visit your website.

Let's now look at what path is best for National Electric Ltd.

# What I Want To Do

My goal is to help you hit your revenue goals as reliably and efficiently as possible. Here's what I propose I help you do:

## **1. Redesign the website, especially the Call To Actions and targeting the right customer.**

Because your site doesn't target specific customers you want to work with you are not going to convert those who visit your site into paid customers. I will restructure your site to those people and make it clear how they can contact you immediately.

### **a. Rework any copy that might be confusing.**

I want to make sure that the language used on the website best represents your core audience, and reinforces – rather than competes with – the design I'll put in place.

### **b. Focus on CTAs**

Let's ensure that we're funneling people through to the right services, and also ensuring that once they're looking at a service that we have solid urgency elements and other CTAs that get people to contact you.

# What I'll Be Preparing For

There are a few key things I'll be looking out for during the project to ensure it's a success.

- ✓ Redesigning a website isn't a silver bullet. Putting a new skin on your website doesn't necessarily mean the website is going to perform better. I'll be making sure that any design decisions I make are backed by actual data and researched best-practices.
- ✓ Existing customers getting confused. The last thing we want is to confuse anyone visiting your website. I'll work with you to make sure we proactively communicate how we're changing things and why the new website is BETTER for them.
- ✓ False positives. It's easy to think that a new project is successful without having collected enough data to justify it being a success. Why? Because we want to think that the time and money we spent on a project was the right decision. But I'll make sure we have the right data collection practices in place so that I can make necessary tweaks and adjustments over time to truly classify this project as an overall success.

# Why I'm The Best For The Project

I not only have a great eye for design, but – most importantly – I know that design is a means to an end.

You aren't looking to hang your website up in an art gallery; rather, it's meant to get visitors to take action by finding the right product for them, adding it (and others) to their cart, and then purchasing.

By leveraging my design and conversion expertise, we'll be able to deliver you something **that not only looks great but also yields a substantial (and recurring) return-on-investment.**

# How I Can Do This For You

## Redesign

I'll go through and analyze your current website and analytics..

Armed with this data, I'll get to work planning and executing on a full redesign of your website with CTAs and target customers as our primary objective.

I'd like to see this redesign get you to at least a 25% conversion rate, which represents at least 1 or 2 calls a week. This option should take between 1.5 months of work and is priced at \$1229.00 with a \$750 discount included in that price. This will include Hosting and maintenance of \$299 a year.

---

My #1 goal is to help you achieve the revenue growth that you need in order to scale your company safely. And I realize that you need to make a return on investment.

When we work together, we'll meet weekly to discuss my progress and what the plan is for the upcoming week, and as custodian of your budget, I'll make sure that we're on track for a successful, in-budget and on-time delivery.

# Ready to get started?

Great!

To move forward, please sign below and return:

---

NAME	TITLE
------	-------