

# AUDIT PACKAGES

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## STARTER →

\$850

**PERFECT FOR:** New Shopify stores or brands looking for clarity and quick wins

**FOCUS:** Funnel improvements, basic email setup, and foundational SEO insights

### INCLUDES:

- Homepage, product page, and checkout UX review
- Funnel & navigation optimization (desktop + mobile)
- Basic product mix & pricing structure feedback
- Email marketing setup review (platform, list, automation)
- SEO baseline review (site speed, crawlability, basic meta tags)
- Mini competitor & keyword snapshot
- 30-min video walkthrough
- Prioritized action checklist

## GROWTH →

\$2000

**PERFECT FOR:** Brands ready to scale smarter and retain more customers

**FOCUS:** Full-funnel and retention strategy, stronger SEO foundation, campaign readiness

### INCLUDES:

- Everything in **STARTER**
- Email list segmentation strategy + automations review
- Copy/design feedback for 2-3 email campaigns
- On-page SEO audit (keywords, content structure, internal linking)
- Technical SEO (Core Web Vitals, crawl issues, sitemap/robots review)
- Customer journey map with friction points highlighted
- 1-hour strategy session + follow-up action doc

## PRO →

\$4000+

**PERFECT FOR:** Brands with momentum, launching new products, or prepping for Q4 growth

**FOCUS:** End-to-end optimization, launch support, and full SEO & email refinement

### INCLUDES:

- Everything in **GROWTH**
- Retention strategy review (loyalty, referrals, reactivation)
- Email creative & automation performance review + testing strategy
- Backlink strategy overview + competitive gap analysis
- Custom launch/promo campaign roadmap (email + onsite)
- Team strategy call (up to 90 mins) + roadmap deck