



# REFINE + ELEVATE:

## *The Website Edit*

Your website, elevated with purpose and precision.

At KKPR, we believe your website should be more than a digital brochure — it should work hard for your business, speak directly to your ideal client, and inspire action. **The Website Edit** is a focused strategy package designed to help you refine your site's content, layout, and user flow so it not only looks good, but works smarter.



**Katrina Foster**  
Chief Difference Maker



**Muhammed Jabeen**  
Web Developer



**Nicole Anne**  
Designer

### *This package is for you if:*

- You've launched your website, but it's not converting visitors into leads or sales.
- Your site feels outdated or doesn't reflect your brand's current vision.
- You're not sure how to optimize your content and layout for your audience's needs.
- You want expert feedback to guide updates you (or your web team) can implement.

### *What's included:*

**01**

#### **Website Review & Strategy Feedback**

We'll assess your current site for design, messaging, structure, and conversion potential – then provide targeted, actionable recommendations to refine it.

**02**

#### **90-Minute Strategy Session**

We'll meet 1:1 to review your custom audit findings and discuss what's next. You'll leave with clear priorities, confident next steps, and renewed momentum.

**03**

#### **Content Optimization Guidance**

We'll walk you through how to strengthen headlines, service descriptions, and calls-to-action so your message is clear, compelling, and conversion-focused.

**04**

#### **Customized Action Plan (PDF)**

After our session, you'll receive a recap document with tailored recommendations, page-by-page feedback, and implementation tips – all designed so you can take action immediately or hand off to your web developer.

We offer done-for-you website updates for select clients. Just ask about it when you book your session.

**Let's refine your site — and elevate your online presence.**

*Start your Edit*