



# BIGFORK

WEBSITE CONSULTANCY  
SERVICES





# HOW DO WE HELP YOU?

By improving your existing website instead of just investing in a new one, you can save money and increase enquiries:

- We identify what's working on your website and what isn't.
- We look at how you can outperform your competitors online.
- You get a full report and action plan.



# WHAT DO YOU GET?

— Customer and staff surveys

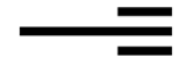
— GA4 and heat map analysis

— Content review

— Conversion optimisation

— Competitor analysis

— Technical SEO audit



## **CUSTOMER AND STAFF SURVEYS**

From: £3,500

To better understand your business and the needs of your customers, we carry out a survey to learn more.

### **THE SURVEY INCLUDES QUESTIONS SUCH AS:**

- What do you use the website for?
- What is your experience of using the website?
- Does the website represent the business accurately?
- What would you improve on the website?
- If you visit competitors websites, what do you like or dislike about them?



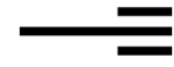
## **GA4 AND HEAT MAP ANALYSIS**

From: £2,100

We need to understand how people use your website, and what pages and elements are working (or not).

### **THIS HELPS US IDENTIFY:**

- What are your most popular pages?
- Where is your best traffic coming from?
- How much do people engage with your website?
- Which things do people click on the most?
- Do people scroll down pages?
- Are there any patterns to people's behaviour?



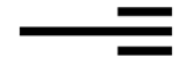
## **CONTENT REVIEW**

From £2,800

Content is what engages your customers. This review is designed to identify how your content can work harder.

### **WE'LL DIG INTO:**

- How your key content pages are performing.
- How they could be improved.
- What new content should be added to your website.



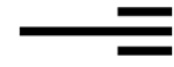
## CONVERSION OPTIMISATION

From £2,800

Conversions are the main measure of your website performance. We look at how you can increase leads and sales from your website.

### OUR REPORT IDENTIFIES:

- What your conversion rate is, and what it could be.
- What is, and should be, measured on your website.
- How to improve calls to action and page conversions.
- How can the user journey be improved.



## COMPETITOR ANALYSIS

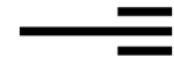
From £2,100

How do you stack up against the competition?  
We analyse the websites of your five main online competitors to find out.

### WE LOOK AT ELEMENTS SUCH AS:

- Their overall messaging and positioning.
- The products and services they offer.
- How they promote their features and benefits.
- How good their content is (or not).
- Is it designed for generating enquiries?





## TECHNICAL SEO AUDIT

From £2,800

Does your website have any technical barriers to ranking? We carry out an audit to identify issues and provide a full report and recommendations.

### THE AUDIT COVERS:

- Issues that limit your websites ranking potential.
- Overall website performance.
- Your website structure and linking profile.
- Any potentially harmful content issues.



# HOW DOES IT WORK?

- We start off with a discovery call for us to find out about more your business and what you want your website to achieve.
- Next, we carry out the various audits and reviews.
- Finally, we present our findings to you.
- We'll discuss our recommendations, suggest what we would improve, and the return you can expect.



# YOUR INVESTMENT



## YOUR INVESTMENT

## COST SUMMARY

Activity	Price from
Customer and staff surveys	£3,500
GA4 and heat map analysis	£2,100
Content review	£2,800
Conversion optimisation	£2,800
Competitor analysis	£2,100
Technical SEO audit	£2,800



# READY TO GET STARTED?

We can make your website work harder for you.  
Give us the go ahead and we'll get cracking.

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