

Perked Up Media LLC | Copywriting by Lisa “Company”
Polish Up Plan (terms + conditions)

A Polish Up Plan is created based on the findings of a comprehensive site content audit.

Company will conduct a page-by-page review/report with detailed recommendations to meet your website goals as stated in your Polish Up Plan Questionnaire (“Questionnaire”)

This thorough review of the home page and main sub-pages focuses on your

- sales copy
- SEO meta data
- keyphrase/keyword usage
- user experience/ease of use

and identifies opportunities for improved search rankings and increased conversions/sales.

Company will conduct the same review of your competition as determined by a) questionnaire or b) a SERP using likely keywords.

Here’s exactly what this review includes and outlines the approach for improving your site’s search-engine rankings, traffic, leads, and sales.

1. A thorough review of your site, measuring it against web best practices

Company evaluates your web pages using a 21-Point Site Content Audit Checklist and The 5 C’s Content of Web Pages That Works™, looking specifically to see if your site is:

- **Clear:** Offering helpful, scannable information within a user-friendly structure
- **Customer-focused:** Speaking to visitors one-on-one with solution-oriented messages
- **Competitive:** Using the most relevant SEO keywords and sales copy to differentiate you from your competition
- **Conversion-optimized:** Guiding visitors with offers and links that generate action; how well your content guides prospects through pages; leads to orders
- **Consistent:** Connecting all pages with a constant brand voice and SEO approach

2. A detailed report of your strengths and opportunities

You'll receive a substantial written document covering your specific strengths and opportunities for improvement.

This report will include:

- Screen shots of your pages, with explanations of what's working and what to improve
- Screen shots of your current Google rankings and what's displayed when you appear, with recommendations for improvement
- Where you rank in search engines and how your competitors compare

Certain Polish Up Plan levels include a comprehensive video walkthrough of your website. If you have purchased that service, a video with a professional transcript will be provided.

3. A customized Content Strategy to boost SEO traffic and site conversions

A member of Company's team will review the report with you and discuss a content action plan to improve your results across all pages or in the most critical sections of your site.

As a result of this work, you'll have a clear, strategic road map for content changes that will make a significant difference to your website's performance.

This work is backed by Company's reputation of content optimization excellence, quick turnaround time, timely communications, and ethical, on-target marketing and SEO recommendations.

Delivery

Company will work with you to determine an acceptable delivery schedule for your Polish Up Plan and follow up call.

Cancellations

You may cancel your Polish Up Plan at any time prior to the completion and submission of the questionnaire to receive a full refund.

If you need to cancel or put the project on hold once the questionnaire has been submitted, a cancellation fee will be applied.

This cancellation fee is equal to fifty percent (50%) of the project fee.

You may request your refund by emailing lisa@copywritingbylisa.com.

Your email must contain information about the product you purchased, the date of the purchase, and the email and name associated with any such purchase.

Once services have been fully rendered and promised goods delivered, a no refund policy applies.

Upon determining that you are entitled to a refund pursuant to this section, Company will promptly issue an instruction to its payment processor to issue the refund.

Company does not control its payment processor and will not be able to expedite any refunds.

If you receive a refund of any purchase through this section, that shall immediately terminate any and all licenses granted you to use the material provided to you under this or any other agreement.

Results

There are many factors in your marketing effort — product, market, price, list, demand, member preferences, major events — that I cannot control. Therefore, while I can and do guarantee your satisfaction with my guidance and ethics, I cannot guarantee specific results.