

(It's my first time, so I don't have any testimonials yet)

Subject: [can't think of anything]

Hey Susan,

The work and dedication you must have put in before finding your passion in the medical space is incredible!

I wanted to share some quick tips for your website that would drastically improve its current limited engagement, which would make people with different relationships with food more confident and driven to choose you as their dietitian:

- Prioritise concisely telling how you can help, only after that a short introduction
- In that introduction, emphasise something impressive about yourself (e.g. how many years of experience or successful clients you've had)
- Replace a regular form with a Typeform or a "Book a consultation" button

Your website itself looks beautiful but without good engagement, most people won't experience the full value you provide.

I'm willing to help you reorder the parts of your website, make it as concise as possible without removing information that you'd want to include, and improve its copy and SEO quality by implementing simple improvements like these, free of any charge.

Are you interested?

Let me know!

Sincerely,
Raul