

SL: Want a healthy idea ?

Hi Melanie,

What a title, Australia's #1 dietitian in women's health, I can't imagine the hard work you've put in to accomplish that. And with all the value you provide for your viewers about fertility, weight loss, hormonal issues etc... Your expertise really shows.

While looking over your website I found some opportunities you could take advantage of. Which would most definitely improve your conversion of part time viewer to recurring client.

One of these refers to the overall format of your website.

With all the variety you present, it's hard to make something compelling and enticing on every page.

Things like:

- Bulky texts
- Content portals
- Page formatting

All things that risk a potential client's attention.

It would be a shame to not capitalize on your hard work and public image, just because of some small problems ready for optimization.

These "weak spots" compared to the rest of the website can be tweaked if tasked by the right person, getting clients excited to click to the next page.

If you like, I can rewrite a description of one of your recipe products, free of charge. And I'll show you my abilities from an outsider's perspective.

Send me a message to this email, and I'll get right on it.

In food we trust

Hugo

Rethought Version:

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Look forward to hearing back

Hugo