

SL: Secret Insights

Hello [BUSINESS/OWNER],

Did you know that the top 3 businesses in [INSERT INDUSTRY] use the same strategies to maintain a modern, up-to-date website?

No, it isn't changing the colors or switching to a different font.

Why me you ask? As part of a case study, I'm taking on two businesses at no cost, no risk, and no strings attached.

What's in it for you:

- How to perfect your website's readability/user experience
- How to improve your search engine visibility for maximum click traffic
- How to draw in up to 40% more clients with curiosity-provoking verbiage

Now, here's the cherry on top: a personalized video walking you through the easiest ways to implement these strategies.

PLUS, I'll throw in 4 fresh insights on optimizing your website's content and page layout.

If this sounds like something you're up for, just give me a shout.

Kind regards,