

Ongoing optimization and improvement

- 10 hours per month
- Performance improvements
- Conversion and usability updates
- Work aligned to business goals
- Priority review & planning

Proactive improvement and collaboration

This is the most common long-term fit. The website is treated as a living business asset, not a static brochure.

What this covers

- Everything included in Essential Website Care
- Ongoing SEO and performance improvements
- Conversion and usability refinements
- Website changes tied to business or marketing goals
- Regular review of analysis results and priorities
- Coordination with marketing or design teams

Best fit

- Businesses actively growing leads or sales
- Marketing teams that need a technical counterpart
- Owners who want steady, visible improvement

How it works

Growth & Optimization Partner is designed for businesses that treat their website as an active driver of leads, sales, and customer trust. Instead of simply keeping things running, this plan focuses on continuous improvement—guided by analysis, prioritized by impact, and aligned with

business goals.

Work begins with a baseline website analysis to identify what's holding performance back, including technical SEO issues, speed bottlenecks, asset inefficiencies, and conversion friction. From there, improvements are planned and implemented steadily throughout the month. Analysis is revisited regularly to confirm progress and catch new issues early.

This plan typically includes SEO improvements, performance tuning, conversion-focused refinements, and coordinated updates that support marketing initiatives. It is especially effective when new pages, campaigns, or content are being introduced and the site must remain fast, consistent, and structurally sound as it grows.

Typical commitment:

~10 hours per month

You may cancel at any time. There is no long-term contract and no additional obligation beyond the current billing period.