

# Copywriting Portfolio

**Client:** Get Lift Agency

**Project:** Website Audit

**Objective:** Canadian B2B ad agency, Get Lift ([www.GetLift.com](http://www.GetLift.com)), needed a website audit completed for their client, an Australian reliability engineering company.

I reviewed the websites against my 35-point usability checklist and assessed how well they hit the 5-C's of great content.

The result was a comprehensive audit report with recommendations the client could use to improve the websites' performance.



**Kevin Rokosh**  
7 Kingsway Drive  
St. Albert, Alberta T8N 6S8  
**Phone:** 780.999.6052  
**E-mail:** [copy@KevinRokosh.com](mailto:copy@KevinRokosh.com)

[www.KeinRokosh.com](http://www.KeinRokosh.com)

## Website Audit Report Closeup

This report reflects a site-by-site review of the [name withheld] family of websites.

My review is based on how each site is currently written to attract and retain prospects who are considering [name withheld] as their best choice for Training, Consulting and/or Software needs.

My goal with this analysis was to find out: Does each site reflect the brand promise, value proposition, and key differentiators from other similar companies? Can these sites do better and improve results?

The full audit report begins on page 3. Here is a high-level summary:

### Messages and Keywords

I evaluated how messages and keywords support the marketing goals by focusing on:

1. Whether or not prospects and customers can quickly answer these key questions from the site:
  - What exactly is [name withheld]?
  - What main promise does this company offer me?
  - What kinds of products, services, and assistance are available?
  - How is [name withheld] unique, offering me the best options for my needs?
  - How do I learn more, sign up for services, or contact [name withheld] with a question?
2. Whether or not prospects and customers can find the sites in search engines, and if so, are the messages relevant when appearing in rankings.

### Usability (Ease of use and navigation)

I measured each site against a 35-point usability checklist (see page 20 of this document).

### Overall Site Findings: Opportunities

Throughout the sites, I'm seeing a number of missed opportunities to optimize the content for visitors and search engines. This means the sites' content is not relevant enough for certain search terms and is therefore not ranking as high as it could in search results (the competition ranks higher).

Plus, the user experience could be improved to help visitors quickly find what they need and understand how [name withheld] is the best choice for them. With some simple usability and message improvements, conversions on the site will increase.

In this report, I offer several recommendations to improve the user experience, increase leads, and set [name withheld] apart from the competition.

The following pages include:

- my findings and recommendations for specific sections of the sites
- my findings in Google searches and a review of what the main competitors are doing