

CWDS WordPress Rebrand

The Challenge: During an initial meeting, the client expressed frustration around discounting services, relying on referrals that eventually dry up, and dissatisfaction from endless revisions and mismatched expectations.

Problem Identification: A root cause analysis revealed the business was prioritizing lead quantity over quality, leading to poor positioning, undervalued services, and consistently misaligned clients — ultimately creating an unsustainable business model.

Approach: An audit + competitor analysis revealed opportunity to streamline onboarding clients, as well as redesign the website to filter prospects and position the brand effectively. The designer, focused on project execution, had trouble dedicating time towards an updated portfolio. Therefore, the client moved forward with a done-for-you WordPress redesign.

Business Objective: If the client gets gets paid per hour or per project (by milestone), then quantifying higher quality customers will be linked to increasing prices (while reducing work hours) and increasing the real & perceived value of services on the site. These objectives also extend through delivery of less free work, less revisions, and a reduction in discounts per project. Qualitative data can captured via feedback & sentiment scoring.

North Star Metric: The one metric we will choose to indicate successfully booking higher-value projects is Average Revenue Per Client (ARPC). Since the objective is to increase prices and reduce workload, this will measure the increase in project value, showing that higher pricing is working. The formula we will use is: Total Revenue / Number of Clients.

Leading Indicators: To predict whether Average Revenue Per Client will increase, we will track Average Proposal Value as a business leading indicator and Click-to-Call or Contact Form Submission Rate (inquiries) as a website leading indicator of early success.

Guardrail Metrics: If we raise prices (increase ARPC) but conversion rate drops too much, we'll know the business is losing too many potential clients.

Quality Metrics: If ARPC increases but revision rounds also increase significantly, it means the site is attracting higher-paying clients but still struggling with client expectations and scope. If they decrease, it indicates clearer client expectations & better project execution.

Recommended Funnel Chain of Metrics: These factors chosen, track how well the website generates leads, how well those leads convert into higher-value projects, and if the redesign is improving the business's long-term success.

- Website Traffic (Qualified Visitors): Measures improved visibility & SEO impact
 - Bounce Rate & Time on Services/Pricing Pages: Signals engagement and relevance
 - Click-to-Call or Contact Form Submissions: Tracks lead interest and conversion behavior
 - Average Proposal Value: Business-leading indicator for pricing power
 - Average Revenue Per Client (ARPC): North Star Metric, measuring success of redesign
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✦ **Strategy Statement:** *We want to 2x Average Revenue Per Client (ARPC) this year by improving website branding and performance. To achieve this, we will have 1 marketer and 1 designer rebuild 10 key pages and rewrite all messaging, analyze user behavior to identify and fix underperforming areas or drop off points, optimize lead conversion through high-impact CTAs and intent-driven SEO, and commit to fixing technical issues within 48 hours. Unlike competitors who focus on aesthetics only or jargon-heavy messaging, this redesign will prioritize direct-response copywriting for higher conversion potential.*

✦ **Impact Projections:** Impact Statements

Outcome 1: Fix Technical Issues Within 48 Hours

“By proactively resolving site-wide technical issues (load speed, mobile responsiveness, broken links, form errors), we expect to reduce early-stage friction and bounce rate by 10–15%, enabling more qualified users to reach and engage with key pages. This positions the redesigned site to support higher form submission and conversion rates from launch.”

Outcome 2: Analyze User Behavior & Fix Drop-Off Points

“By identifying high-bounce and high-exit pages, improving messaging flow, and refining CTAs, we anticipate a 30–50% increase in engagement time and a 25–50% increase in form submissions over the next 30–60 days. This is expected to improve lead quality and increase revenue per client by surfacing more aligned, better-primed prospects.”

Outcome 3: Rewrite All Messaging

“By rewriting all website messaging to reflect clearer positioning, stronger value communication, and emotionally aligned language, we expect to increase visitor engagement and conversion rates. Stronger messaging is projected to reduce client pushback, improve perceived value, and enable a price increase — directly supporting the goal of doubling ARPC.”

Outcome 4: Optimize Lead Conversion Through Strategic CTAs & SEO

“By pairing human-focused CTA copy with optimized placement and SEO targeting for high-intent keywords, we expect to increase organic lead volume by 25–40% and improve lead-to-client conversion rate. Combined with clearer messaging and reduced friction, this will raise the average value per client and improve the overall efficiency of the site as a sales tool.”

Wrap Up: Next Steps →

With strategy alignment in place, we begin Week 1 implementation focused on resolving technical friction and collecting updated behavioral insights. All tasks have been prioritized and mapped to ensure forward momentum toward the business goal of 2x ARPC.