XEN create

Keep your website fresh and high-performing with regular updates and reviews

Your website is built to support your business, but as your goals evolve, so should your site.

Our **Website Growth Optimisation** add-on is a monthly subscription that keeps your website performing at its best with content tweaks, minor layout refinements, and a review every 3 months.

By combining ongoing updates with data-driven insights, we help you continuously improve user experience, adapt to shifting audience behaviours, and maximise conversion opportunities over time.

Outcomes

- ✔ A website that continuously improves and evolves with your business
- ✔ Clear insights on what's working and what needs optimisation
- ✔ A more engaging and seamless experience for your visitors
- ✔ Higher conversions through improved messaging and design

Deliverables

- ✔ A detailed slide deck summarising findings, insights, and opportunities
- ✔ An action plan with recommended updates
- ✔ Implementation of updates
- ✔ A follow-up call to review changes and next steps

Standard $500
                               PER MONTH

For websites with up to 30 pages
Includes a website review every 3 months

Advanced $900
                               PER MONTH

For websites with 30+ pages
Includes a website review every 3 months

Prices are in AUD and exclusive of GST. Australian businesses will be charged an additional 10% GST.

Inclusions

Strategic:

- Website performance review every 3 months
- Identification of opportunities for improvement
- A detailed slide deck outlining key findings and insights

Implementation:

- Content updates and minor page layout refinements eg:
  - Updating the copy and graphics
  - Removing or adding a new section
  - Simple layout adjustments to a section due to content changes
- Implementation of updates by us or guidance for your team if preferred

Exclusions

- Back-end development changes (as we work within a theme and cannot modify core code)
- Adding new pages (this would be a separate service)
- Major page layout changes (this would count as new pages)

How to get started

If you're interested in our Website Growth Optimisation add-on service, please get in touch.

Get Started