

Hi Smith,

It was great speaking with you and learning a bit more about your sauces and the business. I think you are absolutely on the right track in refreshing and upgrading your website if you want to appeal to that higher end market. Currently the site looks like a run of the mill ecommerce site. Nothing wrong with that, if that's your market.

The things we feel the site needs is better romance copy. You have a story, but we need to emphasize parts of it on various pages to get more leverage from that amazing story.

We need more lifestyle pictures. For instance, the recipe images are good but would be better in a larger format, and sprinkled around the site with links to that product for example. Some large full width images would also be great to give greater impact. I look forward to seeing your new photography.

Testimonials. Do you have some? These are great for either B2C or B2B. If we are marketing the site to both, we need to make sure those pages are totally separate, as obviously they are different messages.

The navigation needs to be reworked, making sure important links are each to get to, and deemphasizing procedural pages, terms, privacy, etc.

It appears you are capturing emails for marketing mailings, are you doing anything with those? If you are targeting both wholesale and retail with the site, are you segmenting your list?

How's your affiliate program? Is it active? Not sure how prominent that should be.

I also thought of another example of ours, not shopify but restaurant sites so you can see the impact of great images.

<https://barcosfoodco.com/>

This is a group of restaurants; you can see the others we've done with links at the bottom of their site.

And while this one is not in your space, it's an example of our high-end design style for websites

<https://www.loscolibris.com/>

As for budget, to do the redesign and improve the things above, which would include rewriting and expanding with romance copy, you're looking at probably \$2500-\$3000 range. The only thing that would drive that any higher (15%) would be if we need to create lifestyle pics with stock and photoshopping your product into them.

With our 25 years of experience, and my own personal experience in the sauce world, I think we are uniquely qualified to partner with you on your redesign project.

Let me know if you have any questions at all.