



Hi [client name],

I hope you're well!

Did you know that 75% of website visitors will judge a company's credibility based on their website design, and that about 38% of new website visitors will be so put off by clunky design that they leave the website altogether?

I'm dropping you a line today as I recently visited your website and noticed a few points that could be improved:

- Improvement #1
- Improvement #2
- Improvement #3

I've recently added website creation to my list of services and I would love to arrange some time to chat about the impact a redesigned website could have on your business.

Thank you,

[Your name]