

Arsteg Website Audit Report

Company: Arsteg IT/Software Development & Services

Objective: Improve Lead Generation, Brand Credibility & Global Reach

1. Key Observations

- Website communicates services but lacks emotional appeal and strong messaging.
- USP not clearly highlighted.
- Missing direct CTAs like 'Get a Quote'.
- Portfolio & Case Studies need stronger placement.
- SEO optimization required.

2. Recommended Enhancements

- Add Industry-focused pages.
- Add dedicated Case Studies section with visuals.
- Add strong CTA buttons on every page.
- Showcase team strength and certifications.
- Live chat/chatbot for lead capture.
- Content marketing calendar.

3. Lead Generation Strategy

- Convert homepage into high-conversion funnel.
- Add testimonials & client success metrics.
- Offer downloadable guides.
- Create pricing/engagement model page.

4. SEO & Ranking Recommendations

- Optimize headers with keywords.
- Improve page speed.
- Add structured service pages.
- Start blogging for targeted industries & locations.

5. Brand Trust & Social Proof

- Include logos of clients & tech partners.
- Awards, media mentions, certifications.
- Add reviews/testimonials slider.

6. Competitor Features You Should Add

- Resources section with consistent content.
- Direct booking calendar for discovery calls.
- Clear differentiation with 'Why Us?'

Summary:

Focus on global clients, strong messaging, and high-conversion content. Implement changes in phases: 1