Seed Digital

WEB STRATEGY FOR SMALL BUSINESSES & NONPROFITS

Your Website Should Be Driving Growth & Engagement. Is It?

Your site is getting visitors. It's probably not converting them into customers, donors, or supporters. This packet shows you exactly why — and what fixing it is worth in real dollars and real impact.

More
Leads & supporters from existing traffic

Clear
Value communicated in seconds

Zero
Ad spend needed — fix what you already have

Plant Digital Seeds. Harvest Organic Growth.

How You're Losing People Right Now

9 in 10 people research a business or organization online before making contact (Sopro, 2025). Your website is the first place they decide whether you're worth their time, money, or energy — and most sites fail that test quietly, every day.

How People Actually Decide

1. **They search — your site is the audition**
   They search for what you offer, who you are, or what problem you solve. If you don't show up clearly, the opportunity never starts.

2. **They evaluate in 30–60 seconds**
   They want to know: what you do, who you serve, and whether you look credible and active. Real photos, clear services or programs, team presence, and signs of genuine engagement all build trust before a word is read.

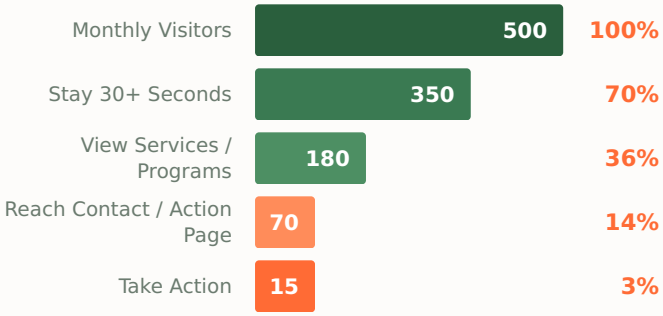
3. **They look for proof you deliver**
   Reviews, testimonials, credentials, results, and recognizable partnerships are pass/fail criteria — not extras. People need to believe you're the right choice before they act.

4. **They need one clear action to take**
   A visible contact form, booking option, donation button, or signup — reachable from every page — is what turns a visit into a relationship. If it takes more than one click to find, most visitors won't bother.

5. **Then — and only then — they engage**
   By the time they reach out, they've already decided you're worth it. A weak site means they never get there.

Where Visitors Disappear

On a typical unoptimized site with 500 monthly visitors:



Sites average ~2.2% visitor-to-action conversion (First Page Sage, 2025). Well-structured sites convert at 3–5× the average — without any new traffic (TurboPress, 2026).

Why Visitors Leave Without Acting

Unclear Value Proposition
If visitors can't tell what you do and who you serve in 10 seconds, they move on.

No Easy Action Path
A contact or action button buried in a menu means most visitors never find it.

No Proof You Deliver
No reviews, no results, no real photos — nothing to make a visitor confident you're the right choice.

Broken on Mobile
Most people browse on phones. A site that breaks on mobile breaks the opportunity before it starts.

What That's Costing You

Every visitor who leaves without taking action is an opportunity you didn't capture. Here's what that adds up to.

The Three Stats That Drive Everything

9 in 10

people research a business or organization online before engaging — your website is where trust is built or lost (Sopro, 2025)

~2.2%

average visitor-to-action conversion rate across websites — roughly 98 out of 100 visitors leave without doing anything (First Page Sage, 2025)

3–5×

higher conversion on well-structured sites — no additional traffic, no ad spend required (TurboPress, 2026)

What a Fixed Site Actually Delivers

- ✓ A single website investment scales with every action it generates
- ✓ Conversion gains compound — each month builds on the last
- ✓ No ad spend required — this is traffic you already have
- ✓ Better rankings over time bring more of the right visitors

Growth You're Walking Past

Conservative numbers: $2K average customer/donor value per year, 30% conversion on engaged visitors, 5 site visits to produce 1 committed relationship.

Monthly Actions	Wins / Yr	Annual Value	Vs. Today
5 / mo — today	18	$36,000	— baseline —
8 / mo (+3)	29	$58,000	**+$22K/yr**
12 / mo (+7)	**43**	**$86,000**	**+$50K/yr**

+$50K/yr

Going from 5 to 12 monthly actions — a realistic outcome when conversion leaks are fixed — adds over $50,000 in annual value at a 30% conversion rate. No new traffic. No ad spend.

The organizations growing right now don't have bigger budgets or louder voices. They have websites that **turn visitors into people who act** — and their competitors' sites don't.

The Full Growth Breakdown

Every number here is conservative. Plug in your own average customer or supporter value — the math still holds.

Assumptions

Conversion rates on well-structured sites for inbound leads typically run 20–40% depending on industry. We've used 30% — a reasonable middle ground. Your numbers may be higher.

$2,000	30%	5 → 1
AVERAGE CUSTOMER / SUPPORTER VALUE	CONVERSION RATE ON ENGAGED VISITORS	VISITS TO WIN ONE COMMITTED RELATIONSHIP

What Increasing Engagement Volume Does to Annual Growth

Monthly Actions	Annual Actions	Wins / Year	Annual Value	Added vs. Baseline
5 / month (baseline)	60	18	$36,000	— baseline —
8 / month (+3)	96	29	$58,000	**+ $22,000 / yr**
12 / month (+7)	144	43	$86,000	**+ $50,000 / yr**
20 / month (+15)	**240**	**72**	**$144,000**	**+ $108,000 / yr**

+$50K

Going from 5 to 12 monthly actions is a realistic outcome when conversion leaks are fixed. At 30% conversion, that's over **$50,000 in additional annual value** with no new ad spend.

Why These Numbers Are Realistic

- ✓ Your traffic is already there — no ads required
- ✓ A clear action path removes friction that costs you relationships
- ✓ Visible proof (reviews, results, real photos) moves more visitors to act

The Investment Case

- ✓ A single website investment scales with every action it generates — the more it produces, the greater the return
- ✓ Returns compound monthly as both rankings and conversion improve
- ✓ No ongoing ad budget required once the site is built correctly
- ✓ Low maintenance — built to perform without constant attention

Projections use conservative inputs. Actual results vary by traffic volume, industry, and audience. A free walkthrough will estimate realistic impact for your specific organization.

Before vs. After: What a Visitor Actually Sees

What changes when a site is built around how people evaluate and choose an organization — not just how it looks.

✕ TYPICAL UNDER-PERFORMING SITE	✓ SEED DIGITAL OPTIMIZED SITE
✕ Vague homepage that describes the organization without explaining who it helps or why it matters	✓ Homepage communicates what you do, who you serve, and why visitors should care — in 5 seconds
✕ Stock photos that could belong to any business or organization anywhere	✓ Real photos of your team, your work, and the people or outcomes behind it
✕ Services or programs page with general descriptions and no outcomes or specifics	✓ Services or programs page with specific descriptions, outcomes, and next steps
✕ No reviews, results, testimonials, or third-party credibility visible	✓ Reviews, results, credentials, and recognizable partnerships displayed prominently
✕ Contact or action button buried in navigation or footer	✓ Primary call to action visible and accessible from every page
✕ No clear guidance on what happens after someone reaches out	✓ Clear expectation-setting — visitors know exactly what happens when they reach out
✕ Loads in 6–8 seconds; broken or cramped layout on mobile	✓ Loads in under 2 seconds on any device
✕ Navigation has too many items with unclear labels	✓ Clean, focused navigation that guides visitors toward action
✕ No consistent call to action across pages	✓ Every page ends with a relevant, low-friction next step

~2.2%
Average conversion rate across typical sites (First Page Sage, 2025)

3–5×
Improvement on well-structured sites (TurboPress, 2026)

The goal isn't a more attractive website. The goal is a website that **converts more visitors into people who take action** — and grows your organization without growing your ad budget.

Why Seed Digital

Most web developers build websites. We build growth and engagement tools — sites structured around what actually makes people take action.

About Seed Digital

FOUNDED BY JONATHAN VANDUYNE · LEAD FRONT END DEVELOPER · SPRING HILL, TN

Seed Digital was built around one focus: helping small businesses and nonprofits turn their websites into tools that consistently grow their audience, customers, and supporter base.

Jonathan is a professional front end software developer who specializes in building websites that perform — not just look good. He's passionate about helping organizations communicate their value clearly and make it as easy as possible for the right people to take the next step.

The goal is simple: you do the work you're great at. Seed Digital makes sure your website brings more people to your door.

How It Works

1. **Reach Out** — We learn your organization, your audience, and where you're losing engagement.
2. **Content Intake** — You share your services, story, and photos. We write everything else.
3. **We Build** — Copy, design, forms, and full technical setup. You keep running your organization.
4. **Review** — You review the draft and we refine it until it's right.
5. **Launch** — Site goes live and you start converting visitors into customers, donors, or supporters.

EMAIL

jonathanvanduyne@gmail.com

WEBSITE

seeddigital.tech

Serving Organizations Across the Region

Based in Spring Hill, TN — with roots in Ohio, Michigan, and Indiana. Seed Digital works with small businesses and nonprofits who want their website to actively grow their reach and convert more of the right people.

Growth-Focused Approach

- ✓ Understands how people evaluate businesses and organizations online before committing
- ✓ Builds sites around the actions that matter: inquiries, signups, purchases, donations
- ✓ Writes copy that speaks to your audience's needs — not your organization's history

Built to Scale With You

A well-built site doesn't just generate one lead or supporter — it works around the clock, compounds over time, and gets more effective the longer it runs. One investment, ongoing returns.

What You're Evaluating	Typical Agency	Seed Digital
Focused on conversion, not just aesthetics	✗	✓
Copy written for your actual audience	✗	✓
Understands small org growth goals	✗	✓
Built for businesses & nonprofits	✗	✓