

Services that protect revenue and drive action

Email Deliverability and Inbox Placement

If your emails land in spam or promotion folders, you are losing money, even if nothing looks broken.

Google's recent deliverability changes were designed to block scammers. The side effect is stricter filtering, heavier scrutiny on engagement, and less tolerance for emails that look even slightly off.

As a result, legitimate businesses are seeing lower inbox placement and declining open rates, often without warning.

I fix the issues that send emails into spam or promotions and keep them in the primary inbox.

What this includes

Inbox, spam, and promotion placement review

Open rate and engagement diagnostics tied to current Google enforcement

Language, structure, and formatting fixes that reduce filtering
Sender reputation and domain health stabilization

Best for

Businesses that rely on email for bookings, reminders, follow ups, renewals, or ongoing customer communication.

Monthly Email Strategy and Marketing

Staying visible without being annoying is harder than it sounds. Inconsistent emailing leads to forgotten businesses. Over emailing leads to disengagement. Both cost money over time.

I handle ongoing email strategy and execution so your business stays present, relevant, and trusted over time.

What this includes

Campaign planning and messaging strategy

Two to four custom emails per month

Reminder, seasonal, and follow up emails

Ongoing attention to engagement and deliverability

Best for

Businesses that rely on repeat business, referrals, and long term customer relationships.

Subscription, Membership, or Recurring Offer

If every sale is a first sale, growth stays fragile.

Recurring offers create stability, but most fail because the value is not framed clearly or the commitment feels forced. Customers do not see a reason to stay, even when the service itself is useful.

I shape recurring offers that feel natural, valuable, and easy to say yes to.

What this includes

Offer positioning and messaging

Sales page copy for subscriptions or memberships

Supporting email sequences

Upgrade and retention language

Best for

Businesses with repeat customers, seasonal demand, or ongoing services.

Lead Magnet and Follow Up Funnel

Attention without follow up is wasted.

Many businesses collect leads but fail to convert them because the follow up is weak, inconsistent, or sounds like marketing. Others do not capture leads at all, relying on one time visits to do too much work.

I build simple funnels that turn attention into usable leads and follow through.

What this includes

Lead magnet positioning and copy

Opt in page messaging

Short follow up email sequence

Language designed to build trust, not pressure

Best for

Businesses that want a reliable way to turn interest into leads they can follow up with.

Website Tune Up

If your website gets traffic but does not convert, you are losing money quietly.

Most sites fail for simple reasons. The message is unclear. The timing is off. The next step is not obvious. Visitors skim, hesitate, and leave, even when they intended to act.

I fix the language and structure that prevent people from taking the next step.

What this includes

Homepage or key page copy review and rewrite

Headline and flow corrections for clarity and momentum

Call to action alignment with real buying intent

Messaging cleanup that removes friction and confusion

Best for

Businesses getting traffic but not enough calls, bookings, or form submissions.

How We Start

Most projects begin with a short conversation.

We talk through what is working, what is quietly leaking revenue, and which services make sense. No pitch. No pressure.

Quiet writing. Good timing. No gimmicks.

Contact

Jeff Alley

310 988 0485

jeff@jeffalley.com

jeffalley.com