We want to redo our website as we aim to increas website conversions.

CostTracker is a purchase order software that simplifies the procurement process and provides our users with real-time cost control.

Our website today is not performing well enough, as we have seen a negative development in the conversion rates on the website. We count conversions at users who either

1 - Start a Free Trial

2 - Book a demo

3 - Send in a contact form

...where free trial is the key CTA we have highlighted so far.

We believe that we have 3 main issues with the website today:

1 - Content needs to be re-written

2 - Improve overall design and design elements.

3 - Should be more mobile-friendly

Existing webpage is [www.costtracker.com](http://www.costtracker.com) where you can see today’s content and design.

We have a team that can implement the design, but we would be looking to create design elements that go throughout the entire website.