



EDITING PORTFOLIO SAMPLE

The 5-minute Wellness Website Visibility Audit
Copyediting

Project: 7-page wellness website visibility audit

Audience: Holistic practitioners, wellness coaches, and health professionals

My Role: Copyedited this educational marketing guide for grammar, punctuation, clarity, readability, and consistency while preserving the original voice and messaging

Editing included: Copyediting · Grammar & punctuation · Style consistency · Terminology consistency · Readability

Edited by Denisse Vega

This portfolio sample includes selected before-and-after edits followed by the final edited document.

THE 5-MINUTE WELLNESS WEBSITE

VISIBILITY AUDIT



EXCLUSIVELY FOR HOLISTIC
PRACTITIONERS, WELLNESS
COACHES & HEALTH PROFESSIONALS

INTRODUCTION

Is your website turning away potential clients who need your healing services? **Find out in just five minutes!**

Why This Matters for Wellness Professionals



In the wellness industry, your online presence must balance professionalism with warmth and accessibility. Potential clients seeking healing and wellness services need to feel an immediate sense of trust, credibility, and connection.

This simple audit will help ensure your digital presence authentically represents your healing approach while meeting the unique needs of wellness seekers.



AUDIT

Instructions:

Answer each question with a simple yes or no.
Be honest—this audit is for your eyes only!

1. Trust & Credibility Indicators

Are your professional certifications and training credentials clearly visible?

☐ YES ☐ NO

Is there clear information about your philosophy or approach?

☐ YES ☐ NO

Do you have client testimonials that speak to transformation and results?

☐ YES ☐ NO

2. Holistic Service Clarity

Are your services described in accessible language (avoiding excessive jargon)?

☐ YES ☐ NO

Do you clearly explain what clients can expect during their first session?

☐ YES ☐ NO

Is your cancellation or rescheduling policy easily found?

☐ YES ☐ NO

3. Wellness-Specific Navigation

Can potential clients easily book appointments or consultations online?

☐YES ☐NO

Is information about insurance or payment options clearly presented (if applicable)?

☐YES ☐NO

Do you offer resources addressing common client concerns or questions?

☐YES ☐NO

4. Local Wellness Visibility

Is your practice location and accessibility information prominent?

☐YES ☐NO

Does your Google Business Profile include wellness-specific categories and attributes?

☐YES ☐NO

Do you mention nearby landmarks or parking information for in-person clients?

☐YES ☐NO

5. Ethical Wellness Content

Does your content avoid making medical claims that could create compliance issues?

☐YES ☐NO

Do you include appropriate disclaimers based on your specific practice?

☐YES ☐NO

Does your content focus on empowerment rather than creating fear or dependency?

☐YES ☐NO



BONUS QUESTION

6. Visual Healing Environment

Do your website colors and imagery reflect the feeling of your physical space?

☐ YES ☐ NO

Are your photos authentic (showing your actual space and services) rather than stock photos?

☐ YES ☐ NO

Is your website free from visual clutter that could create anxiety for wellness seekers?

☐ YES ☐ NO

Ready for the results?



RESULTS

Your Website Visibility Score

Count your “Yes” answers: _____

What Your Score Means:

15-18 yes answers: Healing Presence Established!

Your website effectively communicates your approach and professional credentials. Focus on expanding your content to address specific client needs and consider adding more educational resources to establish deeper expertise.

10-14 yes answers: Foundation in Place!

You have the essential elements, but there's room to strengthen your wellness positioning. Prioritize improving your credibility indicators and ethical content sections first to build trust with potential clients.

0-9 yes answers: Opportunity!

Your website has significant room for improvement. Start with these three things:

- Clearly communicate your wellness approach and credentials
- Add authentic testimonials that speak to transformation and healing
- Ensure your service descriptions use accessible language

Now that you've identified your wellness website's strengths and opportunities, you might be wondering,

“What do I do next?”

Many wellness professionals struggle with the business and marketing aspects of their online presence. The good news is that you can enhance your website's effectiveness without compromising your ethical integrity.



Digital Growth with Soul & Strategy

At Azul Nomad, we believe marketing should feel as authentic as your profession itself. We help wellness entrepreneurs build online visibility that feels aligned with their vision while strategically connecting with ideal clients.

Ready to turn these insights into action?

CONTACT ME

This audit is designed as a quick assessment tool and does not replace a comprehensive website evaluation. For in-depth analysis, please contact us directly.

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