

WEBSITE REFRESH

A QUICK AND EASY CHECKLIST
TO INCREASE WEBSITE TRAFFIC



DESIGNERS TIPS AND MORE

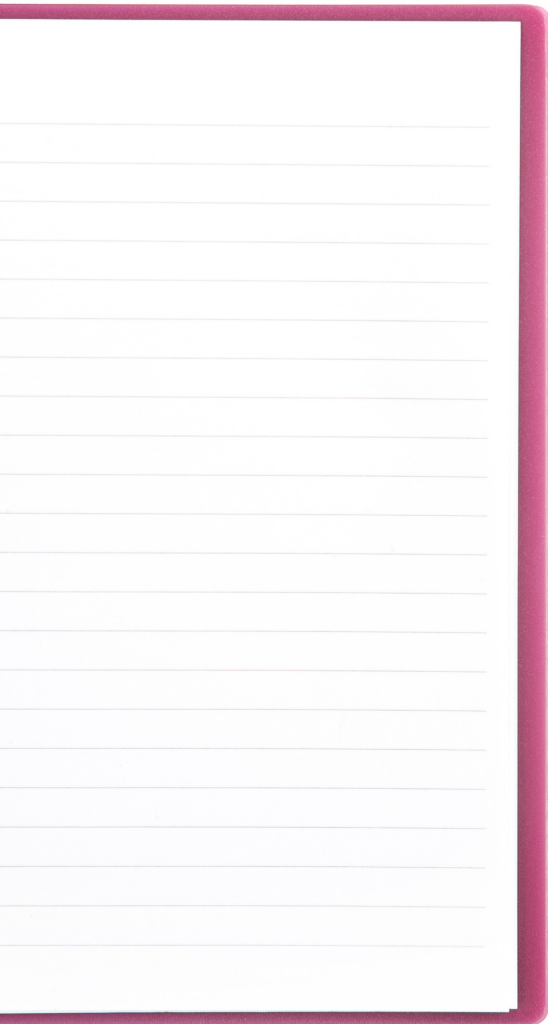
TURN VISITORS INTO CLIENTS

**VISITORS
INTO
CLIENTS**

MAKE YOUR WEBSITE WORK FOR YOU

FRESHEN UP YOUR ONLINE HOME

QUICK START



01 **HAVE YOU CHECKED YOUR LINKS TODAY?**

It's important to hop on to your website as if you were visiting it for the first time. Click, click, click away. Poke around every corner. Do all the links work? How about your menu bar? Everything going where it's supposed to go? Don't forget about the social buttons and footer! Leave no link un-clicked!

02 **ARE YOU SOCIAL?**

Ensure your site has updated social icons for the links where you are active. Allow your client to connect to you the way that they prefer. Take down the links for the platforms you are not active on anymore. They want to see the latest, and you want to show them your greatest.

03 **BE MOBILE READY**

Once you have mobile-ready version of your website up and running, run through #1 and #2. While your mobile site will most likely be a less detailed version of your main site, you still want to ensure the key things you reference are present. If you mention a blog post or download to you social followers, make sure that link is front and center on your mobile, and not just on your desktop. (If need help getting mobile ready, hop into chat!)

04 **WHO ARE YOU AGAIN?**

Please make sure you are introducing yourself. First, it's just polite. Second, if you did not name your company after yourself, it's even more important! Fairy Flutter Photography is a fabulous name, but it won't help visitors connect with who you are. They are hiring the person behind the company. Welcome your online visitors just as you would in real life.

FRESHEN UP

01 PUT YOUR BEST IMAGE FORWARD

How's that portfolio? You know they came to see if your style matches their style. Soo, show them your best. And maybe it's your latest, or maybe it isn't. Just make sure it matches what your dream client would want to see. And make sure you feel proud. EXTRA TIP: More is sometimes just more.

02 AND YOU ARE?

Does your About page just mention how happy you are to have this new visitor at your site? Tell 'em more about you! Give them details. Heck, invite them to coffee with a link to your calendar. Set yourself apart. Your hard work and talent got them to your site. Now you be you. That's who they came to meet.

03 SHARING IS CARING

You obviously want a new client. That's what you get out of it. But what are you sharing with this new visitor? How are you building trust? Enter the lead magnet... Not only does it build your email list, but it also gives them something. Like a little party favor for stopping by. Spoil them from the get-go.

04 MORE THAN WORDS

Copy. For many, this is the most difficult part of building a website. But while images and branding can bring them in, it's the words that will have 'em hooked. Is your voice unique? Check for typos and redundancy. Or jump into our user group and do read-through-exchange with your fellow entrepreneur. Of course, if you would just rather hire out, there are tons of friends that will help you with copy in the group too!



TIPS FROM THE DESIGNERS

A quick win when it comes to cleaning up a website is to check for 'default content', like fonts or styling details that came with your starter template. Head to the global design area and update your fonts and colors to make it easier to achieve a more coherent design.

Melissa Love of Design Space Co.

Go through and make sure every link on each page is still connected and working. Sometimes, in a rush, we will delete a page or change a call-to-action but forget to change the link (what the button does).

Amanda Shuman
of CarryLove Designs



**"YOU CAN'T USE UP CREATIVITY. THE MORE YOU USE,
THE MORE YOU HAVE." -- MAYA ANGELOU**

Cull your Content. Minimize anything that isn't beautiful or valuable.

Rachel & Samantha
of Northfolk & Co.

I would say 'Let it breathe'. Be sure to allow enough breathing room around your text. - Shorten your body copy. People are not patient enough nowadays to read a novel about your daughter's best friend's pet hamster. ;-) Keep it concise and to the point.

FOR MORE DESIGNER INSPIRATION

STORE.SHOWIT.CO

AnneMarie Simmons
of Swoone