

# AG&A BUSINESS SOLUTIONS



---

## 6 EXPERT TIPS TO ELEVATE YOUR WEBSITE

---

[WWW.AGABUSINESSSOLUTIONS.COM](http://WWW.AGABUSINESSSOLUTIONS.COM)

---

# YOUR WEBSITE MIGHT SUCK



Harsh words, I know but I think it's time for a little tough love. There's a reason you downloaded this guide. At some level, you suspect that your website might suck. Ok, maybe it doesn't totally suck but it does need some work. I could beat around the bush but the harsh reality is that many of your competitors have way better websites than you do and you can't afford to let this go any longer. You need a better website if you want to stay competitive!

Studies show that 75% of consumers judge a company's credibility based on its website design and 38% of visitors will immediately leave a poorly designed website.

How many potential customers will never know how friggen awesome you are because they are immediately turned off by your website?

Listen, I understand that maybe you don't have a couple thousand dollars laying around to invest in a new website but if that's the case then you need to invest your time to do what you can right now to create a more effective website.

In this quick and easy guide, I will walk you through a series of questions to help you evaluate where your website may be falling short so you can begin to take the steps needed to create a website that you can be proud of that not only clearly represents your brand and the level of service you offer but that also easily converts potential clients into paying clients!

**Need more help? [CLICK HERE](#)** to schedule a free 60-minute call where I will answer your questions and help you put my advice into action!\*

# SIGNS IT'S TIME TO UPDATE YOUR WEBSITE

## 1) IT'S OUTDATED & UNPROFESSIONAL



Can you imagine going to a business networking event wearing shorts and flip-flops with your hair unkempt and disheveled? That's exactly what it's like when potential clients come to a site that looks unprofessional and disorganized. Sure, maybe you do good work and you have the accomplishments and accolades to back it up but people aren't going to take the time to look at and evaluate the content of your site if the first impression they get is a bad impression! Take an honest look at your website and answer the following questions:

- a. Does my website look clean and polished?
- b. Does it look professional?
- c. Does it look modern?
- d. If I didn't know anything about my business, what would be my overall impression based on my website?
- e. Does my website clearly tell the story of who I am and what I am all about?
- f. Based solely on my website, how much does it look like I charge for my services?
- g. Would I be impressed by my website?

## 2) YOUR HOME PAGE DOESN'T TELL YOUR STORY

Your homepage is the “prime real estate” of your website. The job of your homepage is to quickly, clearly, and concisely tell the story of who you are and what you have to offer. Ask yourself if your Home page clearly answers these questions:

- a. Who am I?
- b. What products/services do I offer?
- c. What makes me different and unique?
- d. Who do I work best with (ideal client)?
- e. Where on my site should someone go first?
- f. How does someone get started getting information or hiring me?





# SIGNS IT'S TIME TO UPDATE YOUR WEBSITE

## 3) THERE'S NO FLOW OR CONSISTENCY



There is an old saying in business “If you confuse them, you lose them!” The flow and consistency of your website (or lack thereof) send a clear message to your potential clients and it’s important that you create and control that narrative. Do you say that you offer wedding services for the luxury client but your website looks more like “Kohls” or “Marshalls” than “Nordstrom” or “Saks Fifth Avenue”? Are the images on one page of your website “light and airy” and on the next page, “dark and sexy”? Potential clients are looking to you to fulfill their specific needs and wants but how do they know you are able to do that if you are all over the place with the look and branding of your website? To assess whether your website has flow and consistency, ask yourself these questions:

- a. Does every page of my website send a clear and consistent message as to exactly who my ideal client is?
- b. I am trying to be everything to everyone because I’m afraid of losing out on potential clients?
- c. Does my website use the same colors, fonts and styling throughout every page?
- d. Am I using high-quality professional images mixed together with low-quality or iPhone images?

## 4) LACK OF NAVIGATION & HIERARCHY

The literal definition of navigation is: the process of accurately ascertaining (making sure of) one's position and planning a route. This is exactly what you need to do with your website! It is crucial that you set up your website in a way that clearly guides potential clients to exactly where you want them to go to be able to see exactly what you want them to see! This is done not only through the navigation menus on the top and bottom of your website but also through the links and calls to action on every single page. Another important tool when it comes to accurately planning the route your website visitors will take is hierarchy. Hierarchy is simply the way that you organize and highlight elements of your website so that they stand out as the most important.



Every step of the way on your website, you need to be telling your visitors, “THIS is what I want you to SEE and THIS is where I want you to go!” These are the things that are most important to me because they are the most likely to instill trust and make you go from being a potential client to a paying client! To assess whether your website has clear navigation and hierarchy, ask yourself the following:

- a. Do I have clear navigation at the top of my website to every important page?
- b. Is my navigation menu organized in order of importance from left to right?
- c. Are my navigation dropdowns organized in a way that makes sense?
- d. Do I have a clear “Call to Action” on every single page of my website?
- e. Do I have information organized in order of importance from top to bottom on each page of my website?
- f. Is the most important website copy highlighted in some way with bold, italics, larger font, or bullet points?

## 5) YOUR TAGLINES & COPY ARE BORING



Good website copy and taglines should do three things; clearly and concisely articulate who you are and what products or services you offer, connect you with your ideal customer and enhance your SEO. Too often, I see too much copy that doesn't really say much. Less is more with website copy and it's also important to think of hierarchy when creating copy. What are the most important things I need my potential clients to know? Clear, concise, and creative copy is key! When it comes to taglines or hooks, a good rule of thumb is, if you can't think of a creative and unique tagline or hook, don't use one. I know you feel like you have to, but you don't. It's better to use that valuable website space to clearly define who you are and what you offer than to resort to overused, cheesy, and generic taglines! To help refine your website copy to ensure it is effective, ask yourself the following:

- a. Are my copy and taglines unique?
- b. Do I use a lot of "fluff" words (ie: magical, special, unforgettable)?
- c. Is my copy customer-focused or does most of my copy start with I or we?
- d. Where can I cut down my copy and get my point across with fewer words?
- e. Do I use hierarchy and highlight the most important copy using bold, italics, larger font, or bullet points?

## 6) TOO MUCH OR DISORGANIZED INFORMATION

One of the most common mistakes I see that makes a website look homemade or unprofessional is too much information! Information is not bad, people like to have the information they need available. It's how the information is presented and organized that is key. Jamming every detail about who you are and what you offer onto one website page is overwhelming and ineffective. Layer your information by having it available IF someone wants to learn more. PDFs, Lightboxes, hidden pages, blog posts, and collapsible text are just a few of the ways in which you can layer information so that it's available but not overwhelming and offputting. Ask yourself these questions:



- a. Where on my website can I layer information to make it more organized?
- b. Do I have quick "call to action" buttons available on appropriate areas of my website for those visitors who want more information?
- c. Are my website pages organized in a way that makes sense and leads visitors to the information they need in the order they need it?

## 7) OTHER FACTORS TO CONSIDER

1. Mobile Optimization - According to statistics, more than half of all website visitors come from mobile devices therefore, it is imperative that your website is mobile-friendly.
1. SEO - Search engine optimization should be a key factor when building a website. Make sure to do accurate keyword research and be intentional and strategic with your headers, titles, descriptions, and copy.
1. Images - When it comes to images, it is always quality over quantity. It is far better to have a handful of high-quality, professional images that tell the story of who you are and what you offer than to have a jumbled mess of images that are unprofessional and inconsistent.
1. Content Fresh and Up to Date - Having outdated information or broken links on your website sends a clear message that your business is not a priority. This also goes for your blog posts. If you are not able to consistently post to your website blog, make sure that you do not display the dates that your blogs were posted. You don't want to announce to the world that the last time you took the time to post a blog was three years ago!
1. Analytics - Most website platforms have built-in analytics that can offer valuable insights into the habits of your website visitors and how they interact with your brand. If your website platform does not have analytics or to gain even more detailed information, consider adding Google Analytics to your site.

I hope that this information was helpful. If you need more guidance, [CLICK HERE](#) to set up a free 60-minute consultation. No pressure and no obligation. Have questions? Feel free to reach out by email at [gina@bridalbusinesssolutions.com](mailto:gina@bridalbusinesssolutions.com) or give me a call at 949-868-8640.

Thanks! Xo

Gina

# MORE THAN JUST WEB DESIGN... SO MUCH MORE!

If you are ready to take your business to the next level, we'd love to help! Our signature "Custom Website" service offers a beautiful, clean, rebranded website handed to you on a silver platter. Your satisfaction is 100% guaranteed!



## Included in our signature package:

### 1) BRAND EVALUATION & STRATEGY SESSION

We'll help you get clear on who you are and what makes you unique so that we can effectively tell the story of your brand.

### 2) CLEAN, MODERN WEBSITE DESIGN

Up to ten beautifully designed and well-organized web pages. We do all of the work, you call all of the shots!

### 3) WEBSITE COPY AND TAGLINE STRATEGY SESSION

At a loss for words? Don't worry, we're here to help!

### 4) SEO AND MOBILE OPTIMIZATION

### 5) TRAINING & SUPPORT

Don't worry, we won't leave you hanging. We will train you how to navigate your website and make changes yourself!

### 6) LAUNCH YOUR SITE NOW...PAY OVER TIME

Convenient payment plans are available with no interest charge.

[SET UP A FREE CONSULTATION](#)  
[VIEW OUR WEBSITE PORTFOLIO](#)  
[VIEW OUR WEBSITE MAKEOVERS](#)



# INTERESTING STATISTICS

- 38% of people will immediately leave a poorly designed website
- 75% of consumers judge a company's credibility based on the website design.
- Consistent branding can increase website conversions by 33%
- Businesses that blog get 67% more leads per month
- 61% of U.S. consumers made a purchase because of a blog
- 97% of potential clients learn about a business online
- 62% of customers will ignore a business without a web presence
- The average cost of a website for a small business is anywhere between \$2,000 and \$10,000





# OVERALL AESTHETIC

## QUESTIONS TO ASK

- Does my website look clean and polished?
- Does it look professional?
- Does it look modern?
- If I didn't know anything about my business, what would be my overall impression based on my website?
- Does my website clearly tell the story of who I am and what I am all about?
- Based solely on my website, how much does it look like I charge for my services?
- Would I be impressed by my website?

## NOTES

---

---

---

---

---

---

---

---

---

---

# HOME PAGE

## QUESTIONS TO ASK

- Who am I?
- What products/services do I offer?
- What makes me different and unique?
- Who do I work best with (ideal client)?
- Where on my site should someone go first?
- How does someone get started getting information or hiring me?

## NOTES

---

---

---

---

---

---

---

---

---

---

# FLOW & CONSISTENCY

## QUESTIONS TO ASK

- Does every page of my website send a clear and consistent message as to exactly who my ideal client is?
- I am trying to be everything to everyone because I'm afraid of losing out on potential clients?
- Does my website use the same colors, fonts and styling throughout every page?
- Am I using high-quality professional images mixed together with low-quality or iPhone images?

## NOTES

---

---

---

---

---

---

---

---

---

---



# NAVIGATION & HIERARCHY

## QUESTIONS TO ASK

- Do I have clear navigation at the top of my website to every important page?
- Is my navigation menu organized in order of importance from left to right?
- Are my navigation dropdowns organized in a way that makes sense?
- Do I have a clear “Call to Action” on every single page of my website?
- Do I have information organized in order of importance from top to bottom on each page of my website?
- Is the most important website copy highlighted in some way with bold, italics, larger font, or bullet points?

## NOTES

---

---

---

---

---

---

---

---

---

---

# WEBSITE COPY & TAGLINES

## QUESTIONS TO ASK

- Are my copy and taglines unique?
- Do I use a lot of “fluff” words (ie: magical, special, unforgettable)?
- Is my copy customer-focused or does most of my copy start with I or we?
- Where can I cut down my copy and get my point across with fewer words?
- Do I use hierarchy and highlight the most important copy using bold, italics, larger font, or bullet points?

## NOTES

---

---

---

---

---

---

---

---

---

---

---

---

---

---





# OTHER FACTORS TO CONSIDER

- Mobile Optimization - According to statistics, more than half of all website visitors come from mobile devices therefore, it is imperative that your website is mobile-friendly.
- SEO - Search engine optimization should be a key factor when building a website. Make sure to do accurate keyword research and be intentional and strategic with your headers, titles, descriptions, and copy.
- Images - When it comes to images, it is always quality over quantity. It is far better to have a handful of high-quality, professional images that tell the story of who you are and what you offer than to have a jumbled mess of images that are unprofessional and inconsistent.
- Content Fresh and Up to Date - Having outdated information or broken links on your website sends a clear message that your business is not a priority. This also goes for your blog posts. If you are not able to consistently post to your website blog, make sure that you do not display the dates that your blogs were posted. You don't want to announce to the world that the last time you took the time to post a blog was three years ago!
- Analytics - Most website platforms have built-in analytics that can offer valuable insights into the habits of your website visitors and how they interact with your brand. If your website platform does not have analytics or to gain even more detailed information, consider adding Google Analytics to your site.

## NOTES

---

---

---

---

---

---

---

---