Is your website working *for* you?

—

A 3 step approach to creating a website
that works as hard as you do.

Figuring out if your website is actually working for you can be tricky! You can use this workbook to set yourself up for success when it comes to your own website or for your clients.

STEP ONE

Ask yourself some questions.

— Am I happy with how my website looks and functions? Even on a phone or tablet?

— Is my website easy to update? In other words, it doesn't feel like I'm going to break all of the things by just swapping out some content?

— Are people actually finding my website, by searching Google for example?

— Am I getting loads of new leads + inquires or are customers regularly buying my products?

If you answered "no" to any (or all!) of these, it may be time to rethink some things when it comes to your website.

STEP TWO

Plan out your website goals.

Taking the questions from step one into consideration, let's figure out your website goals. These can be as vague or as detailed as you'd like. Start with 3-5 goals for your website (both realistic and dream goals!). Keep in mind any changes or updates you make to your website should revolve around these goals.

Example goals: I'd like... 2 new client inquires each week, my website to look + function better on mobile devices, 25 email newsletter subscribers this month.

Write your website goals here:

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Check these things off your list.

Start making your website work for you by using this checklist (the exact one we use for each of our clients). Think of this as a mini-audit that lets you see exactly where your website may be in need of a little help!

☐ **My website loads quickly – within 1-2 seconds, quickly.**

First impressions are everything! Users will leave your website in under 3 seconds if it isn't loaded by then and under 10 seconds if they don't like what they see. Easily test your website speed by using Pingdom Website Speed Test or PageSpeed Insights by Google. Common culprits for a slow site are large images, plugins, page builders or themes.

☐ **My website works beautifully on mobile devices.**

On average, over 50% of users are visiting websites on their phones. Gone are the days of the pinch + zoom! To be sure everything is functioning properly, test things out on your own phone or tablet. Nerdy note: the optimial average touch target size for devices is at least 40 pixels square.

☐ **My website is secure.**

*When your website loads, does it have HTTPS at the start of the URL (**https**://www.mywebsite.com)? If not, this can be a detriment to your search engine optimization! Contact your hosting or domain name provider to install a Free SSL Certificate for you.*

☐ **My customers can find exactly what they are looking for.**

Do a deep dive into what it is your customers are actually looking for. If you're a brick + mortar store, most likely people will want your hours or a quick way to contact you. If you're offering an online service, make sure your email address or a contact button is easy to find as soon as people land on your website. If you're unsure of what your customers are looking for, don't be afraid to ask them!

BONUS: add a notes bar to the top of your website for the most important customer alerts such as sales, change of hours, etc. You can use a service like Hello Bar for this!

☐ **My links and forms are all working as they should be.**

Take some time to dig through your content and make sure all of your links are working properly. Broken links are a big "no-no" for search engine optimization and can be fixed with a simple redirect. Redirects can be done easily in Squarespace or by using a plugin for WordPress –our favorite is 301 Redirects. A simple way to set yourself up for future success (including broken link notifications) is to use Google Search Console. Don't forget to test all contact or subscribe forms on your website as well so you aren't missing out on potential customers! :)

We'd love to help.

We're Adam and Ashley, the husband + wife duo behind The Curio Collective.

We run our business from rural southeastern Pennsylvania, partnering with clients both near and far. Combined we have over 12 years of industry experience and an intense passion for building beautiful, functional and strategic websites.

With options starting at just $1400 – we'd love to partner with you on your website journey!

GET STARTED ON YOUR NEW WEBSITE

A few kind words from Becky at Clean Mama, who we've been partnering with for over 3 years:

"Hiring The Curio Collective has been the best step I've taken in 11 years on the internet when it comes to scaling my business and website. Ashley and Adam are a dream to work with, taking my ideas and turning them into tangible elements that communicate what my brand is all about. I cannot recommend The Curio Collective enough!"

MORE OF A DIY-ER?

Our coding + web design courses will teach you exactly how to do everything in this workbook and then some.

LEARN MORE