



*Keeping your web site in the best shape
to better find your customers, convert them,
and keep them happy!*

For copyediting rates or a clarity session
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Modules inside:

- 1: Evaluating your existing web site
- 2: How far can you go? Taking your web site beyond your competitors'
- 3: Closing the gap between where it is and where you want it to be
- 4: Planning your content and budget for upgrading your site

For help on building your brand's *new* web site, download the Website Workbook!

Module 1

Evaluating Your Existing Web Site

Many of these boxes will contain crucial information and considerations for your web site.

Fill in the boxes where you're inspired to record your answers, and don't worry if some questions don't excite you or don't apply.

Organisation:

Can your audience find target information on your site easily? Is it easy to navigate, and do the page titles and headers make sense?

Does it hide crucial information like opening hours on pages that viewers are not likely to look for it, like the company history page?

- Main menu lets user navigation web site information easily.
- Main menu options also have a hierarchical structure that makes sense.
- Information can be found intuitively and logically from the menu and on the appropriate pages.

Text & Readability:

Your web site information may suffer from bad grammar, spelling, and grammar issues such as breaking subject-verb agreements, tenses, and pluralising nouns that cannot or need not be pluralised. This can just arise from using a second language, a lack of writing proficiency, or a lack of an editor.

Your text may also suffer from “purple prose”—using complex language where simpler terms do the job better. This usually arises from over-catering to the need to “elevate” oneself or one's brand. This can turn off audiences who see right through it, and make your brand even less accessible, or worse, incomprehensible.

- The language on my site has been checked by a professional editor.
- The text speaks to the audience clearly.
- I use terms that everyone can understand, or catch with a bit of explanation (which is provided).

Any additional notes for this page:

Quality of Content:

Vague content shows a brand's inability or avoidance of covering details where they need to be covered. If you offer a complicated product like a “generous package” but keep the details vague and undefined, it can frustrate your audience and give the impression that the provider is wishy-washy and just out for a quick buck!

A lack of content is not necessarily damaging but if your potential customers are comparing different providers in an industry, they may well prefer a provider who has demonstrated their expertise with more understandable and clear content on their web site. People *generally reward effort*, which is why quantity and quality of information is important!

- I have at least 5 pages on my web site with helpful information (300 words and over) and that use attractive graphics to help illustrate.
- I update my site regularly (at least once a month) with blog posts or news that demonstrate my expertise in my field.
- Most of my pages and posts directly address problems and questions that many of my clients (or would-be clients) have.
- Services or products that I offer come with clear and detailed descriptions.

Further notes:**Graphics:**

Are your photographs and illustrations consistent in quality? Older web sites need an update as screens (computer, laptop, and tablet) get larger and have better resolution. Images that might have looked “big enough” or “good enough” in the past may no longer be good or big enough. This is especially important if your competitors have sites that are up to date.

- The illustrative photos and graphics on my site are relevant and of good quality.
- All the graphics are clear, and the sizes are proportionate to the page design.
- The graphics (photos or illustrations) are consistent in style and quality.

- I have the rights to use the images on my site.
- The images are up to date with the products I offer or how I look!

Keeping Up with the Times:

More people are looking at web sites on their phones and on the go. Is your site device-responsive? Does it automatically resize its content for optimised display on mobile screens—both phone and tablet?

- My web site will resize or already looks proportionate on larger laptop screens
- My site is mobile-friendly; It loads and displays text legibly on phone and tablet screens without effort.
- My site is sensitive to audience needs and safe-for-workplaces: No audio or loud videos that play automatically.

Design & Identity:

Web design has gotten sophisticated, but consistency is actually easy to accomplish. If a company does not have a logo or a set of style rules, audiences may even question if they are looking at one company on a multi-page site, or four different ones because of the vastly different fonts, colours and backgrounds used on each page.

- The titles, headings, and layouts across my site's pages have been deliberately styled and are consistent throughout the site.
- My logo and corporate colours are used on every page.

Any additional notes for this page:

Module 2

How far can you go? Taking your web site beyond your competitors'

Look at the web sites of your competitors. Which are your favorite?

Do you think these web sites serve customers well? What things about these competitor sites have been done well that you want to follow?

Ideas from competitor web sites:

What things have they not done so well that you want to improve in your own?

Areas for improvement or differentiation from my competitors:

Module 3

Closing the gap between where your site is and where you want it to be

We're revisiting those items from Module 1 and making a list of what work is needed for your site. This is especially important if you're attempting the site upgrade yourself. If you'd prefer to skip this module of compiling a task list, expect a good designer to do it for you—and charge for the trouble!

Area to work on	To-Do List (Tick in the box if the task is necessary)	Help needed
Organisation	<input type="checkbox"/> Re-organise the main menu. <input type="checkbox"/> Add logical hierarchies to the menu. <input type="checkbox"/> Retitle or create pages with appropriate information.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Text & Readability	<input type="checkbox"/> Re-write the pages for accesibility. <input type="checkbox"/> Copyedit the text for punctuation, grammar and construction. <input type="checkbox"/> Organise the text and add headings for visual accessibility and search engine optimisation.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Quality of Content	<input type="checkbox"/> Describe the business (with a compelling history if possible) and its services and products offered. <input type="checkbox"/> Have pages that directly address problems and questions that your business tries to solve. <input type="checkbox"/> Have dedicated pages describing your most popular or valuable offerings and how and why to purchase. <input type="checkbox"/> Plan for and create new content every month.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Graphics, Design & Expediency	<input type="checkbox"/> Ensure photos and pages resize automatically and look good according to different screen sizes. <input type="checkbox"/> Ensure photos are up-to-date with products and of consistent quality and style. <input type="checkbox"/> Ensure I have the rights to use these photos and have the sizes I need for both large and small displays (laptop and mobile screens). <input type="checkbox"/> Ensure corporate colours, branding and page styles are consistent across the site.	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Module 4

Content and Budget

Some questions on your web site content have been covered in Module 2.

All content helps your visibility on Google, and, helps establish your expertise and authority.

More and regularly added new content further boosts your visibility on Google and other platforms.

Content can refer to both products and informational articles. It's best to have a mix of both. Your articles should be published as Wordpress posts for SEO reasons.

Products, and both text and recorded audio content do best when accompanied by quality images that:

- help identify your brand because they are consistent in colour or style
- help identify and differentiate your products, feature pages and posts
- help your search engine visibility when named and used with your SEO keywords
- increase the visual attractiveness of your site and break large walls of text
- convey nonverbal cues (ie. "a picture speaks a thousand words". The right picture can save your web site visitor a lot of reading, and that's appreciated by everyone!)
- grab attention, if nothing else!

How ready is your web site content?

Do you already have photographs/images that you have the rights to use?

(Can include free stock images or paid stock images)

If not, are you open or not to spending money on quality images?

Write down your monthly/annual budget for images for your website.

(OK to put "\$0" for free stock images, but note that paid images tend to be better quality and more unique.)

Do you need editing/copywriting services? Jot down your budget for this too.

(No freebies for this! But, I can advise how to write/provide your own web site material more easily.)

If you've found this workbook useful, feel free to use and share it.

To schedule your one-on-one clarity session, contact janetjchui@gmail.com

Your answers to the workbook can be entered electronically and saved in Adobe Acrobat (and some browsers). The PDF file with your answers can be forwarded to Janet prior to consultations to optimise your time, or worked on together in person.