BUILD A WEBSITE
that works!

design matters - give your content
a home that invites your readers
in & powers your blogging goals

BLOG YOUR
genius

First impressions matter.

Personally, professionally......and for your website.

Whatever your blogging goals, it is a good idea to take a little time every 6 months to a year to evaluate your website.

➤ Is it accessible?
➤ Does it clearly communicate to your reader?
➤ Are you missing valuable opportunities?
➤ Is it accomplishing what you need to achieve your goals?

We're going to take a look at common website trouble spots, implement design best practice and prioritize any website updating that needs to happen!

move beyond the plan

Start here:

❏ Run through the website audit in the next few pages. Keep notes on the updates your website needs on the right side of the page.
❏ Join the Facebook group for blog design Q&As, share your website for feedback and for weekly video walkthroughs of the audit.
❏ Assign a date/time to complete any of the items you identify in your audit. They don't need to all be done today.

WHAT PART OF YOUR WEBSITE DO YOU LOVE?

WHAT PART OF YOUR WEBSITE FRUSTRATES YOU?

Your Website Audit

Navigation:

- ❏ 7 or less top line items
- ❏ Includes the top 3 reader destinations
- ❏ Consistent location throughout site
- ❏ Most important pages on the ends
- ❏ Test function/readability on mobile

Home Page

- ❏ Audience Benefit-driven headline
- ❏ Something about you
- ❏ Photo of you
- ❏ Who is your audience?
- ❏ What problems will they solve with you?
- ❏ What outcomes will your audience achieve with you?
- ❏ Call to action (a way your audience can engage with your brand)
- ❏ Lead magnet/email list opt in

Fonts

- ❏ Consistent 2-3 fonts used across your website & social graphics

AUDIT ACTIONABLES

Your Website Audit

Website Pages:

- ❏ About
- ❏ Contact
- ❏ Press/Featured (where else they can find you)
- ❏ Disclaimer/Policies
- ❏ Collaboration/Work with Me/Services
- ❏ Pillar Topic Consolidated
- ❏ Start Here
- ❏ 404 Page
- ❏ Contribute/Guest Post
- ❏ Landing Page for your top lead magnet

Footer

- ❏ Key Page Links (especially that didn't make it to your top menu)
- ❏ Contact/Hours/Address for physical location businesses
- ❏ Legal information - Copyright, Disclosure & privacy policy links
- ❏ Social media links
- ❏ Opt In form
- ❏ Test on mobil

AUDIT ACTIONABLES

BLOG YOUR genius

Your Website Audit

Sidebar:
- ❏ Quick intro to your message/you
- ❏ Visual highlight of key content with audience benefit focus
- ❏ Call to action for engagement
- ❏ Spotlight top social channel
- ❏ Affiliate links/ads, if monetized

User Experience
- ❏ Is what you do/offer clear in the first 30 seconds?
- ❏ What is your Page Load Speed?
- ❏ Where do you most want people to do? Are those links above the fold?
- ❏ Test mobile responsiveness - do buttons work? Is everything readable?

Social Channel Graphics
- ❏ Consistent headshot across channels
- ❏ Consistent color palette across graphics & channels
- ❏ The same 2-3 fonts used on website & graphics
- ❏ Does your cover & profile image caption touch on key pain points & audience language?

AUDIT ACTIONABLES

slow progress is better than no progress

Here's the most important thing - **it's okay if every single audit line showed you something that needs work.** It's just part of online business. Technology, audience behavior expectations and our knowledge is constantly evolving, so our blogs do, too.

Feeling overwhelmed or confused about where to start?

I got you.

Visit the [Content Corner](#) for more resources.

[Join the BYG Community](#) for 1-on-1 support, virtual co-working dates & access to all BYG courses.

Or just come share your progress so we can celebrate with fabulous GIFs!

SHARE YOUR QUESTIONS IN THE FACEBOOK GROUP