



the 5 mistakes

FEMALE ENTREPRENEURS & SMALL BUSINESS OWNERS MAKE ON THEIR WEBSITES

01

MAKING A WEBSITE FOR YOU, NOT THEM

Websites should always be about your target audience, not you. What do they want to accomplish? Are you showing empathy to their struggles? When your audience arrives on your website you want them to feel as though you are speaking directly to THEM, and that they belong.

02

UNCLEAR PROPOSITION STATEMENT

It only takes visitors 5-8 seconds to form an impression about a website. Who you serve, where, and why, should all be included. A good proposition statement communicates a clear benefit to your audience and let's them know they're in the right place.

03

INCLUDING "HOME" ON MAIN NAVIGATION

People like simple! This is an unnecessary option that clutters the navigation and distracts from your real goals. Now a days, most people know that by clicking on the logo, you can return to the Home page.

04

SKIMPING ON THE SOCIAL PROOF

This is the time to encourage that *Know, Like, & Trust* factor with your audience. By including some form of social proof (i.e. testimonials, certification bages, places you've been featured in, etc.) you are growing that trust with your visitors, and proving it's not just what you think, it's what others think.

05

NOT TAKING ADVANTAGE OF SEO

SEO (search engine optimization) is something so many overlook! Why does this matter? Because Google crawls this info and adds you to search results accordingly, so take time to fill out the SEO sections!

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SOUNDS LEGIT, RIGHT? BUT NOW WHAT?

...now you implement!!

Take some time to look over your website making sure to add and take away where needed according to the above.

Not sure how to do this? I can help!

Check out my services below...

DESIGN IN A DAY

already have a Squarespace site?

This service is for you if you currently have a Squarespace site but need some minor adjustments such as adding a additional pages, adding a blog or store, changing out color schemes or typography, or if you want your site to have a certain effect you couldn't figure out on your own.

STARTING AT \$750

CUSTOM WEB DESIGN

need a website or a full website redesign?

This service is for you if you don't have a website, have one on a different platform, or have Squarespace but DIY'd and now want something more professional.

STARTING AT \$1250