

Refresh Your Website: A Checklist to Keep Your Website Current

YOUR VISUALS

- Update your headshot
- Choose a new photo for your website header
- Graphics used for packages or services
- Change out old stock photos for a more current look
- Request & add headshots to testimonials for authenticity

CALLS TO ACTION

- Add a 'Work with Me' button or link to your About page
- Add a 'Work with Me' button or link to the end of your FAQ page
- Change the wording on current calls to action
- Add a sign up form for your newsletter
- Add or update social media links

COPY

- Update your tagline
- Update your Home page copy
- Update your About page copy
- Create a new give away or download (could be an audio!)
- Write a new blog post
- Update your Services page
- Update your Company About or Mission Statement
- Make sure contact info is up to date & easy to find
- Update wording on a sign up form
- Check for spelling and grammar errors

REFINE BY REMOVING

- Remove outdated info like past events or offers
- Blog posts that no longer fit your brand or that you drafted and never finished
- Menu items you no longer need
- Remove or refine copy that is redundant or unclear
- Services you no longer offer OR no longer *want* to offer
- Remove team members who no longer work for you
- Portfolio or client info that no longer represents your or is really old

SIDEBARS, FOOTERS & SOCIAL MEDIA

Make sure to include your sidebars and footer in your refresh.

For **BRAND CONSISTENCY** apply changes you make, like new headshots or new 'about me' information, to your social media as well.

REMEMBER you don't have to do it all in one sitting but it is important to set aside the time to keep your website in line with your business.

Your website is a powerful piece of your marketing strategy and can provide you with measurable returns. When tied to your business goals, it can help you meet those goals.