

your website is

# a human experience

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is your website working for you  
and the people you serve?





## **your website is a powerful tool for your customers and a powerful tool for YOU!**

Let us ask you a question, what do people do when they want to invest their time and money into a service or product? They do their homework and research the shit out of that business.

So, during this era of social media, what are the benefits of having your own website? A website establishes:

- Credibility
- Professionalism
- A central hub for people to visit
- Accessibility

**Gary Vaynerchuck** said it best:

**“There is one enormous advantage to having a personal website that you can control. And that is the very fact that you control it. That personal website will be impervious to any changes on other platforms. No more organic reach on Facebook? No problem. Your website is a platform you control, and you decide the content output. That is valuable.”**

He also added, your social media should be “the gateway drug to your site.” Talk about it, Gary.

Ready to take your website to the next level? Use this worksheet to evaluate whether or not you are using it to its maximum potential, for both yourself and your target audience.

**LET'S GET STARTED!**



what  
are your  
goals?

## establishing your goal:

Before working on a website, we ask all our clients the same question:

### What is the main goal of your website?\*

What is the number one thing you want your customers to do when they land on your site? Is it to sign up for a newsletter? Contact you?

Knowing your goal or goals will dictate the messaging, flow, and function of your site.

\* You don't have a goal in mind at this moment? No problem!  
Let's jump on a call and discuss what's possible for you,  
and what your website can achieve.





## understanding your users and creating a human experience

Your website should be a real and unique human experience. Knowing who your users are will give you a clear picture of their needs and help in establishing relatability, and most of all, empathy. You want your customers to see themselves using your services or products. And by the time they are finished going through your site, they will have connected with you, understood what your brand is all about, and NEED you.

So, who are your ideal users?

How did they land on your website? Through your social media channel?  
A direct link?

Finally, how do you want them to feel?\*

**\*Keep in mind your brand characteristics! (Aka the secret sauce to how companies are able to create human connections with their audiences).  
Not sure about your brand characteristics? We can help!**





## the checklist:

*Check all the boxes that apply to you.*

### **My website...**

- Is well built and easy to update—I can maintain my website within minutes, not hours
- Is scalable and future-proof—As my business grows, my website grows too
- Is mobile-friendly
- Is optimized, so it loads fast on any device (desktop or mobile)
- Is accessible to all users, including users with physical or cognitive disabilities
- Is built adequately for search engine optimization
- Allows my customers to contact me through a contact form quickly
- Helps me qualify potential customers
- Is a tool where I can collect customer information, whether if it's for my email list or analytics
- Allows me to sell my products through an online store
- Helps me promote my events
- Enables me to share my thoughts and expertise, such as, through a blog
- Creates online communities
- Is a hub where I can teach others through an online course





**remember, your website is **YOUR** website.**

Based upon the worksheet, what's missing or needs improvement?

Are you speaking directly to your users? How are you relating to them?

Is your website achieving the goals you have set? How are you measuring that?



reflection  
time!

## we want to make sure your site is hitting all those key points and creating those desired conversions!

Your website can do so many things! The possibilities are endless, but let's make sure your site is focused, and built for a specific and unique purpose. Your users are after all human beings with feelings, so let's be clear on creating authentic human connections. Connections that are true to you and your brand's values.

Remember, your website is a powerful tool that you can control. The more accessible you are, the better. It will ensure you can serve your user-base and community easily and more effectively on a bigger scale.



Do you want to get clear on your goals, or talk in more detail about how you can transform your website into a powerful tool? **Then schedule a call with us.** We can't wait to hear from you!

With much gratitude,  
Jess and Nelson

