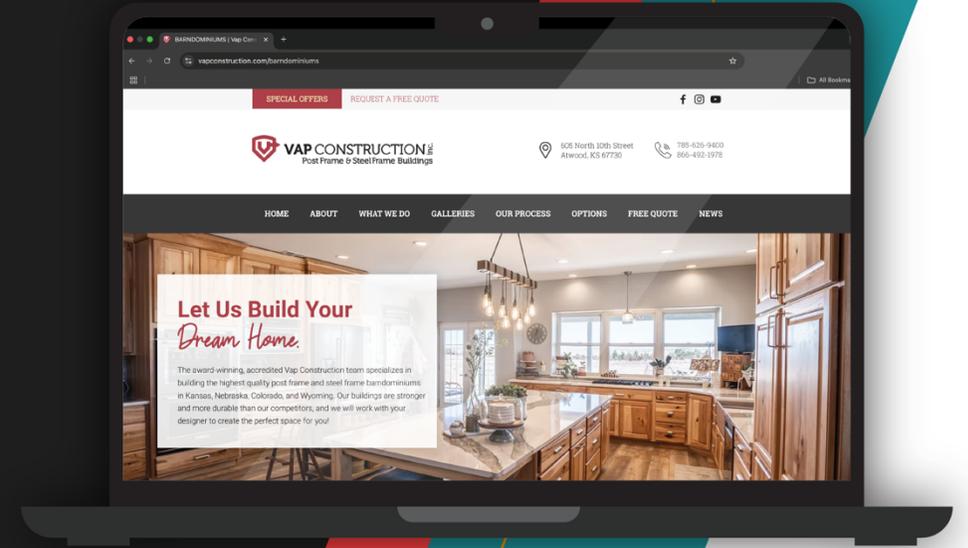


Eight

WAYS

to Audit Your Website 
to Stand Out & Increase Sales



Let's get acquainted.

Rachel Mawhirter

Founder & CEO

Marketing Maven Consulting

Brand Management, Marketing,
Websites, Video Production,
Graphic Design, and Consulting



My goal for this session:

To give you actionable homework you can use to audit your own website. Small changes can make a BIG difference in a short amount of time. *Let's dig in!*

#1

Homepage & Menu Navigation

#1: Homepage & Menu Navigation

The homepage of your website is more than just a pretty landing page. It needs to make an impression AND help users navigate.

#1: Homepage & Menu Navigation

Your homepage should:

- Make a solid first impression
- Show what you do visually
- Help users navigate easily
- Compel the visitor to engage

#1: Homepage & Menu Navigation

Summary:

- Make homepage skimmable
- Make it easy to start browsing
- Make it work as a standalone if they don't visit other pages

#2

Design & Mobile Friendliness

#2: Design & Mobile Friendliness

The mobile version of your website is MORE important than the desktop version of your website.

Especially if you run paid social media ads.

#2: Design & Mobile Friendliness

96.3% of the world's internet users use a mobile phone to browse online at least some of the time. **Mobile phones account for 56.8% of our online time.**

Source: DataReportal.com



#2: Design & Mobile Friendliness

What does “mobile friendly” mean?

- Easy to navigate on a phone
- Changing format proportionate to the smaller device size
- Customizing the functions for the nature of scrolling

#2: Design & Mobile Friendliness

If you place paid digital ads, the burden on mobile is higher:

- Landing pages that convert
- Mobile-friendly menu navigation
- Lead forms that are easy to use from a phone

#2: Design & Mobile Friendliness

Other features to doublecheck:

- Gallery of services
- Team gallery and contact pages
- Downloads, resources, blog tool, etc.
- Footer navigation from bottom of each page to keep them browsing

#3

Photos & Video

#3: Photos & Videos

Your website is only as good as the quality of your photos and videos.

A great website design with bad photos is still a bad website.



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[View all services](#)



What's Next



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#3: Photos & Videos

Photos in some places are responsive as you stretch the width of the web browser.

Will each photo work at the smallest and largest browser width?

#3: Photos & Videos

Develop processes for collecting and updating photos on a regular basis.

Your portfolio, your team, etc.

#3: Photos & Videos

Aim for a variety of photos.

Feature projects of different styles, colors, contexts, and features. Include photos from different angles for visual interest.

#3: Photos & Videos

Organize your site's photos in a way that helps your staff use them as a sales resource when visiting with customers.

#3: Photos & Videos

Naming and tagging your photos is VERY important for SEO. Name the files offline first, then upload and tag throughout the site.

And don't have all the photos buried inside galleries.

#4

Transparency

#4: Transparency

Don't make it hard for visitors to learn what you offer and what they can expect.

Cater to the customer by giving away as much information as you can.

#4: Transparency

Make the call-to-action abundantly clear in multiple places. And give options for how they reach out to you.

#4: Transparency

Avoid forcing the customer to call you during business hours to get a quote. Make it easy to reach out from their couch 24/7/365.

#4: Transparency

Publishing pricing can be tricky, but having some packaged offers or “starting at” price ranges will be a huge help to the customer (and to your team).

#5

Psychology

#5: Psychology

Is your website doing enough to overcome objections and compel the customer to act?

#5: Psychology

Your website should inspire,
reassure, convince, and compel
your potential customers to
respond.

#5: Psychology

Inspire Confidence

Your site should communicate your confidence and industry experience visually and verbally.

#5: Psychology

Inspire Confidence

Showcase your work, provide examples that get the customer browsing, list your qualifications, and introduce your team.

#5: Psychology

Reassure

Your site should feel emotionally reassuring that your company is a smart and safe choice.

#5: Psychology

Reassure

Provide clarity on what the customer can expect about your culture, your services, your professionalism, your guarantees.

#5: Psychology

Convince

Leverage testimonial comments and statistics to increase the likelihood that they respond.

#5: Psychology

Convince

If you can, use a Unique Positioning Statement to stand out against the competition.

#5: Psychology

Compel

Provide value they can't pass up to help overcome their hesitations. Include a guarantee, financing programs, maintenance options, classes for customers, etc.

#5: Psychology

Compel

Implement tracking code so you can retarget your site visitors with digital display or video ads later.

#5: Psychology (Recap)

Your website should...

- Inspire
- Reassure
- Convince
- Compel

#6

Resources & Functionality

#6: Resources & Functionality

You can add value to your customers (and your team) by providing resources and functionality on your website.

#6: Resources & Functionality

Try to have real meaty information, not just generic bullet points and “call for info” at the bottom of each page.

#6: Resources & Functionality

Allow customers to access resources: color swatches, material options, accessories, educational articles, etc.

#6: Resources & Functionality

Consider adding a blog to your website. Great for searchable content AND for team members to reference.

#6: Resources & Functionality

Other functions to consider:

- Careers page with a secure job application form
- Form for customers or employees to submit photos

#7

Calls to Action & Landing Pages

#7: Calls to Action & Landing Pages

Make it easy to reach out.

Even if your website is convincing, you could lose people if they have to click too many times.

#7: Calls to Action & Landing Pages

Provide multiple options.

Think about all the demographics you serve, and cater your contact options to the customers.

#7: Calls to Action & Landing Pages

Your contact information shouldn't be buried.

Make it easy to find your contact information from multiple places on the website.

#7: Calls to Action & Landing Pages

Custom landing pages.

If you're running paid digital advertising, you may want to make some hidden landing pages by tactic or by customer audience.

#8

Driving Traffic to Your Site & SEO

#8: Driving Traffic

Make your site easy to find and do whatever you can to encourage visitors to use your website regularly.

#8: Driving Traffic

Google My Business – it's FREE!

- Keep your free Google My Business listing up to date.
- Ask for Google Reviews on a regular basis to stay active.
- Post updates to your listing.



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Tools

Near me Open now Vibe Top rated Delivery Recently opened Downtown Dine-in New

Results for Kansas City, MO · Choose area

Places



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412 Delaware St
Closed · Opens 12 PM
Charming parlor for frozen desserts

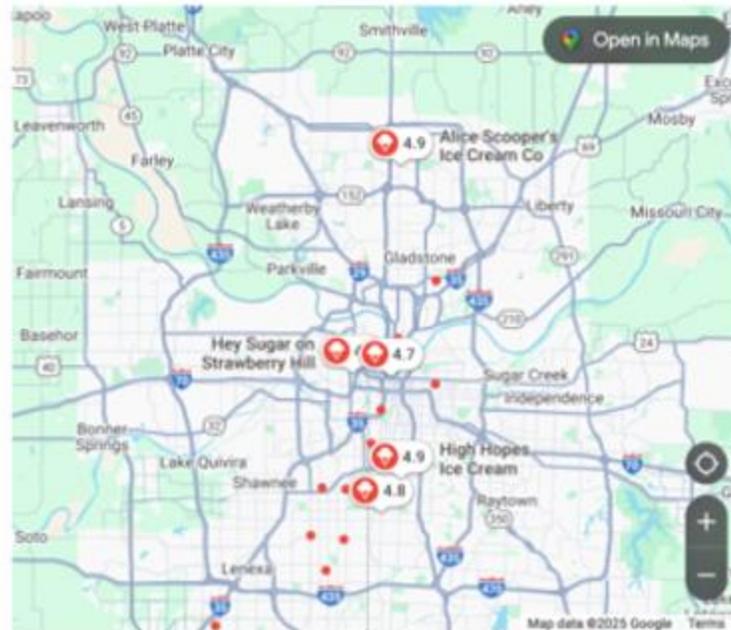


High Hopes Ice Cream
4.9 ★★★★★ (483) · \$ · Ice Cream
5536 Troost Ave A
Closed · Opens 2 PM
Curbside pickup · No dine-in · No delivery



Betty Rae's Ice Cream
4.8 ★★★★★ (2.4K) · \$ · Ice Cream
7140 Wornall Rd
Closed · Opens 12 PM
Frozen dessert shop with gourmet flavors

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<https://bettyraes.com>

Betty Raes: Home



#8: Driving Traffic

Blog Content

Post new blog content 6-12 times per year, and then distribute through email and social media.

SPECIAL OFFERS

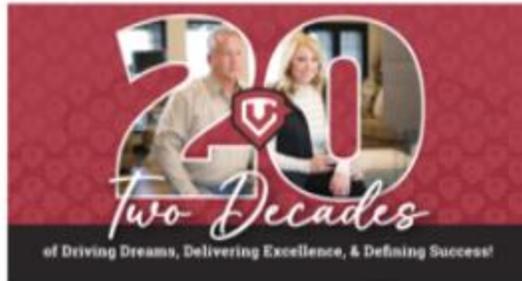
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Mar 20 • 4 min read

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Feb 13 • 1 min read

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These two outstanding crew leaders are receiving a special safety award for their efforts to keep every crew member safe and in compliance





Vap Construction Inc

March 20 at 2:15 PM · 🌐

...

As we approach the 20th anniversary of our family-owned business, we wanted to share a bit more background on our growth over the years and recognize some of the people who helped us get where we are today. Co-Founder Jeff Vap began his construction career in 1980, starting as a 'grunt' for a construction company. His wife and co-founder, Linda Young-Vap, was new to the industry when they married in the early 2000s. With Jeff's hands-on experience and Linda's organizational and communication skills, they founded Vap Construction, Inc. together in 2005. Read more about our journey, the team that makes it all happen, and the legacy being carried on by a second generation in this special blog article on our website:

<http://www.vapconstruction.com/.../vap-construction...> #VapConstruction #TrustTheStrongestName #PostFrameBuildings #NFBA #AccreditedBuilder #FamilyOwnedBusiness



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#8: Driving Traffic

Email Marketing

- You should be staying in front of your existing customer list by email at least 12 times per year.
- Share a blog, announce a special offer, invite them to an event, etc.

#8: Driving Traffic

Social Media

- Only 20% of your content should be directly selling.
- But make sure to include a link to your website from approx. 50% of your post captions.

#8: Driving Traffic

Paid Digital Advertising

- Leverage the numerous options to target customers and draw them to your website.
- Track site visitors so you can retarget them afterward.

#8: Driving Traffic

Share Video Content

Video content posted to YouTube, social media Reels, Stories, and TikTok can generate mass interest if well-timed and well-produced.

#8: Driving Traffic

Email Signatures

Make sure your employees all use professional, branded email signatures with a link to your website included.

#8: Search Engine Optimization (SEO)

Help Google show your site to more people by optimizing its searchability.

#8: Search Engine Optimization (SEO)

Consider Your Wording

Page titles, section headings, and paragraph body text all help Google find your site. Research the most popular search terms in your industry.

#8: Search Engine Optimization (SEO)

Add Meta Page Descriptions

This is a 1-2 sentence description of what is on this page, and it appears in search results as a preview.



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Tools

ckcademy.com
https://www.ckcademy.com

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#8: Search Engine Optimization (SEO)

Consolidated vs. Dedicated Pages

Evaluate what should be consolidated and what deserves its own page on your website.

#8: Search Engine Optimization (SEO)

Pros & Cons of Consolidating

- PRO: Easier to navigate and read with fewer clicks.
- CON: Reduces SEO with fewer pages and page titles.

#8: Search Engine Optimization (SEO)

Name Your Photo Files Well

Consider the way you name your photo files to use SEO terms that customers might be searching for.

#8: Search Engine Optimization (SEO)

Add Alt Text to Images

For every standalone image on your website, be sure to add Alt Text in the image settings to improve SEO and accessibility.

#8: Search Engine Optimization (SEO)

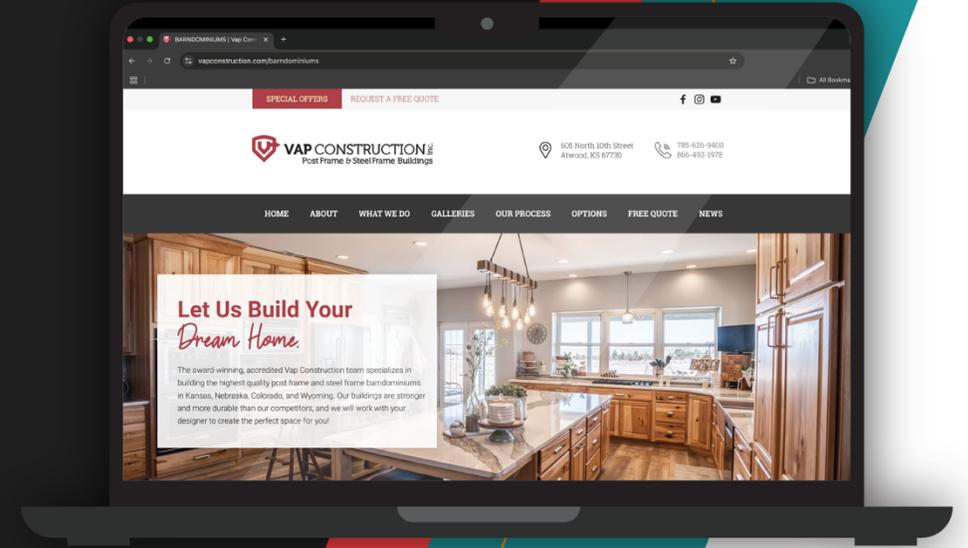
Use Your Platform's SEO Tools

Most platforms have built-in tools for auditing and improving SEO and indexing your site with Google.

Eight

WAYS

to Audit Your Website 
to Stand Out & Increase Sales





Questions?



FREE Offer for NFBA Members



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