



Website in Need of a Refresh?

16 Easy Steps to a Better Website

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Review and Update Metadata: Check your page titles and meta descriptions for relevance and optimization. Each title should be unique and include primary keywords. Meta descriptions should accurately describe the page content and entice clicks.

Fix Broken Links: Use tools like Broken Link Checker to find and fix any dead links. This enhances user experience and SEO.

Check Heading Tags/Title Hierarchy: Structure your content with H1 to H6 tags to improve readability and SEO. Only use one H1 tag per page to define the main topic.

Set Up 404 Redirects: Customize your 404 error page to guide visitors back to your homepage or to other relevant parts of your site. This can help recover otherwise lost traffic and improve the overall user experience.



Optimize Image Alt Text: Ensure all images have descriptive, keyword-rich alt text. This improves SEO and accessibility for users relying on screen readers.

Aim for WCAG compliance by ensuring your website is accessible to users with disabilities. This includes text contrast ratios, keyboard navigation, and alt text for images and videos.

Review & Improve Navigation: Ensure your website navigation is intuitive and straightforward. A well-structured menu and clear CTAs (Calls to Action) enhance user experience and site performance.

Check Contact Information: Double check contact information and make sure it's updated. Include a dedicated contact page or section with your email, phone number, and social media links.

Check Calls-to-Action: Click all your calls to action to make sure they're directing to the proper place.



Update Blog Content: Choose a few blogs that aren't performing as well as you'd like and see how you can improve them. Add context and depth, update the title, add relevant images or graphics to break up long chunks of text, shorten paragraphs to improve readability, add keywords (naturally!) or semantic keywords to improve SEO.

Check for Content Duplication: Use tools like Copyscape to ensure your content is unique. Duplicate content can negatively impact your SEO rankings.

Monitor Your Analytics: If you haven't done it in a while, take a look at your website analytics to understand user behavior, traffic sources, and conversion rates. Set some goals for the next month.

Create a FAQ Page: If you frequently receive similar questions from customers, create a FAQ page to address these inquiries. This not only improves user experience but can also reduce the workload on your customer service team.



Optimize Page Speed: Utilize tools like Google PageSpeed Insights to evaluate and enhance your website's loading times. Implement suggested changes such as compressing images, leveraging browser caching, and minimizing JavaScript and CSS.

Leverage Social Proof: Add testimonials, reviews, or case studies to your website to build trust with potential customers. Highlighting positive feedback from previous clients can significantly influence decision-making.

Refresh Outdated Content: Review and update any content that is outdated. This includes not only blog posts but also product descriptions, "About Us" pages, and FAQs. Keeping content current is vital for SEO and user engagement.

Simplify Your Forms: Review and simplify any forms on your website. Reducing the number of fields can increase the likelihood of submission, improving lead generation and user experience.



I'm Lexi Hartmann

With an eye for authenticity, my team and I craft strategies that elevate purpose-driven creators and brands and empower them to own their online presence and find their voice.

I truly believe a better online world starts with more authentic content, and I'm here to help ensure your message is heard far and wide.

Call it content with heart. ❤️

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Services at a Glance

DONE-FOR-YOU:

- SEO & THOUGHT LEADERSHIP BLOGGING
- ORGANIC SOCIAL MEDIA MANAGEMENT
- YOUTUBE & PODCAST GROWTH
- EMAIL MARKETING, DRIP SEQUENCES, & AUTOMATION
- PAID MEDIA [META, LINKEDIN, TIKTOK, PINTEREST, GOOGLE, YOUTUBE]

HYBRID/DONE-WITH-YOU:

- "ASK A MARKETING DIRECTOR" CONSULTING CONTAINER
- STRATEGY + IMPLEMENTATION PACKAGES
- TEAMAI CONTENT ACADEMY [AI COPYWRITING WORKSHOPS]

A few of the many publications our work & clients have been featured in





THANK YOU!

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