

RECHARGE YOUR WEBSITE

Does your current website need to be revived and energized? Before beginning a postcard promo, let's make sure your website is putting your best work forward.

TIPS

FOR A BETTER WEBSITE:

- Show only your best work. Be selective. It's better to have a few amazing samples than many that are just "okay".
- Do your samples target the market you are wanting to reach? Show samples of the work you want to be hired to do.
- Do you have more than one style you like to work in? Categorize/organize each "style"
- Keep your website design SIMPLE: Easy to load. Easy to navigate. Use one font; two at the most.
- Let your work be your focal point.
- Make sure your name and contact information are clear and easy to find.
- How does a potential client hire you?
- Create a bio that expresses your unique process or point of view.
- Personalize your "about" page to tell your story, not just list your jobs.
- Do you have recommendations from former clients and/or testimonials?
- Have links to your social media, such as Facebook, Twitter, Instagram, etc.
- What does your site look like on a mobile phone or tablet?

ARE YOU LOOKING TO COMPLETELY REDO YOUR SITE, CHANGE YOUR HOST, ETC?

HERE ARE A FEW RECOMMENDATIONS:

- Weebly.com
- Squarespace.com
- Wix.com
- Wordpress.com

There are many places out there to build a free/paid site. Do your research and choose a hosting company and package that suits your needs and your budget.

ADDITIONAL THINGS TO THINK ABOUT:

- Add a mailing list opt in
- Create a monthly newsletter
- Regularly update your blog. If you don't have one, create one with the suggestions above or try Tumblr, Blogger, Typepad, or Google+

WOULD YOU LIKE FEEDBACK ON YOUR UPDATED WEBSITE?

During the month of December and January, use the tips above as a guideline to update your website. If you would like a FREE review of your site by Bob Ostom, Vanessa Newton and Deb Johnson, you must sign up by January 31st through the [Carolinas Events Page](#). Reviews will begin in February and comments will be emailed to you.