

The
Inner
Circle

Member Exclusive Training Workbook

Website Mistakes That Are Killing Your Sales
with Guest Expert
Brenda Cadman of Wedding Business Websites



Learn



Examine



Integrate



Execute

The Inner Circle

Step 1



Learn

Listen to the corresponding Inner Circle Training: Top Website Mistakes & Solutions. You can find this training at www.evolveyourweddingbusiness.com/july-2015-training

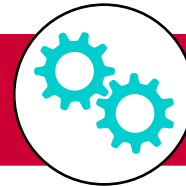
Step 2



Examine

Get rid of any distractions & review the content provided in your workbook as you watch the training.

Step 3



Integrate

Complete the exercises in this workbook to internalize the information and determine how you are going to integrate what you've learned into your business.

Step 4



Execute

Follow the steps on the Action Steps Checklist to put what you've learned in action in your business. Learning new things is great, but learning & taking action on those things is much better.

Step 2



Examine

Website Mistakes That Are Killing Your Sales

Brenda Cadman is the owner of **WeddingBusinessWebsites.com** and has been providing website development services since 2000 and these days her focus is squarely on the wedding industry. After doing exhaustive research on thousands of websites of wedding professionals, from photographers to florists, to officiants and limo companies, to everything in between, she came to realize that professionals, whose success is based on wedding couples seeing their value and choosing them as their provider, often don't have websites that effectively illustrate how valuable they are. She wants to help change that.



In this training you'll learn...

- 5 things you can do today to improve your website drastically.
- The mistakes too many wedding professionals make with their contact information.
- The 2 most overlooked areas of having & maintaining a website that could result in catastrophe for your business.
- Simple tools you can use to keep yourself safe from hackers.
- And a whole lot more!

Meet Brenda Cadman of Wedding Business Websites

It all started about 15 years ago. I was working full time providing office administration, and was looking to branch out a little, so created a part-time web-design business as a side venture. After almost 5 years of creating websites for a growing roster of clients, I realized I couldn't deny my inner entrepreneur and decided to officially join the ranks of the self-employed.

Step 2



Examine

5 Things you can do improve your website

1. Make your contact information more complete and professional. This is a super easy change that can have a huge impact. It's important to keep it clear and reduce the number of steps required of them to contact you.

- Display contact information on the header or footer of all pages.
- Make sure your info is complete and correct.
- List more than just one way to contact you. Have an e-mail address, mailing address (if at all possible) and list a phone number.
- DONT just have a contact form.
- If you have a contact form, just collect the bare minimum amount of information and do not make fields mandatory.
- Use "yourname@yourwebsite.com" for the e-mail address rather than "info" or "admin" to make it more personal.

2. Make sure information is bite size and intuitive. People have a limited attention span when it comes to looking at websites. Don't waste any of that precious attention making them work to figure out your website.

- Don't have too many menu options. No more than 4-8 items on the menu bar with drop downs.
- Make sure the navigation bar that is consistent across all pages.
- Don't make changes to the menu bar too often.
- Keep the navigation bar at top of the website - not bottom.
- Don't try to be clever with naming structures and page arrangement - be clear.
- Your logo should link back to your home page and have a 'home' tab in your navigation bar.
- Construct your navigation bar so it makes sense in the order they would go through your site. Contact tab should be last.
- Choose your page names carefully. Don't be vague or leave any room for people to question what is on a page.

Step 2



Examine

3. Make sure your social media is properly integrated.

- Widgets all link to your actual social media profile (not just a like button).
- Make sure links are all working and correct.

4. Secure your investment. Protect your site by taking the necessary security measures to protect your website from hackers.

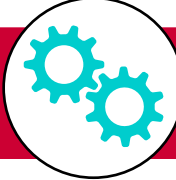
- Use maximally strong passwords. Upper & lower case letters with numbers and special characters
- Don't use the same password across the board for your sites.
- Change your wordpress username from 'admin' to something else.
- Make sure you run updates regularly and update your themes monthly.
- Use some sort of malware scanning software.

5. Backup regularly. If you have a self hosted website, you need a third party back up solution in place.

- It doesn't matter whether or not you accept credit cards on your site, everyone is susceptible to hackers so having a back up is essential.
- Don't assume you are protected.

Step 3

Integrate

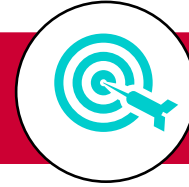


Website Audit Worksheet

Use this worksheet to notate changes you need to make to your site

Page	Changes Required

Step 4



Execute



Action Steps Checklist:

- Set aside time to do an audit of your site
- Make a list of all the changes you think are necessary
- Ask someone who is not in your line of business to review your site and ask for feedback on navigation, clarity, and user experience
- Add any additional changes to your list
- Make the changes yourself or ask your web developer to make the updates
- Make sure your plug-ins and theme is up to date (if on Wordpress)
- Verify your passwords are maximally complex
- Set up a backup system for regular site back ups
- Run malware scanning software

Need Help?

Feeling Overwhelmed? Need Help? Wanna Dig Deeper?

My ***Book More Weddings Academy*** will guide you through my proven 4 step system for booking more weddings without the struggle & stress. **CLICK HERE to Learn More** <http://www.bookmoreweddingsacademy.com/join>