

Teacher Kendall

The Course Doctor

This PDF accompanies the “*Exclusive Content Website Audit*” video available through TeacherKendall.com. The main goal of the video is to show you how to organize a webpage so it’s user-friendly and doesn’t distract your followers, members, or clients from accessing the content they need from you.

In the case of Sweet Beets, paying members log in to a special members-only page in search of exclusive meal plans, workout videos, and bonuses. The list below includes a brief explanation of what we did to improve the existing membership site and questions you can ask yourself about your own website to get similar results.



Do you have a particular color associated with your brand? If not, choose one and start using it in titles & as background colors on your website. *The original Sweet Beets site didn’t use any consistent colors throughout the page, so we added a beet-purple to add some visual consistency.*



Is your navigation menu cluttered or clear? If it’s cluttered, go through the links and decide which are most important to you and the mission of your business. *The original Sweet Beets menu was too big and confusing, with multiple login options & dropdown menus. We simplified it by eliminating links that no longer align with the current Sweet Beets mission.*



Is there something enticing at the bottom of your first page to encourage users to scroll down? If not, reduce the size of photos or # of items at the top of your page and create an enticing headline that draws people down into the page content. *On the Sweet Beets site, we just needed to narrow the top image slightly & then add a welcoming title at the bottom.*



Do you have a clear division of sections so viewers know when they’re moving from one topic to the next? If not, delineate sections with background colors (or lines if you can’t change your site’s background) and clear, large titles. *We used grey, white, and beet-purple background colors on the Sweet Beets site & centered the large section titles.*



Do your links and videos keep clients on your site or direct them away? Make sure any link away from your website opens in a new page so visitors can easily return to where they were on your site, and try to embed videos rather than sending people to YouTube. *We embedded all of the Sweet Beets videos & created pretty buttons with external links for files.*



Do you have long paragraphs of text with few clear divisions? If so, think about breaking the text up visually so it’s easier to process. Consider adding bullet points, paragraph breaks, &/or images to break up the text. *On the Sweet Beets site, we used paragraph breaks to divide text, and then moved the text to correspond with the matching content area.*