

## Homepage

1. Instead of making your logo the focal point of your homepage, you'll want to make your logo smaller and put it in the top left hand corner, like it is on your other pages. While your brand name is important it's not the focus of the homepage. The focus is what your business does and for who.
2. **Develop a headline.** There are 3 formulas you can use to do this.
  - a. Say what Genesis is.
  - b. Say what Genesis is *and* who it's for.
  - c. Say what Genesis is *and* what you're able to do with it.
3. **Create a subheadline.** Your subheadline should answer one of the following:
  - a. Why should I choose you over the competition (what sets Genesis apart)
  - b. What benefits or results can I expect from using your services?
4. **Consider changing your CTA button** to "Start Your Healing Journey" or something that engages the visitor on a personal level to take action.

## Welcome Page

1. Instead of using "Welcome" as your headline, consider pulling part of a line from the body of text below it. A headline is an opportunity to pull the reader into the text, otherwise they will just skip over it, especially when they see a block of text.
2. **Speak directly to your reader.** So, instead of saying "Genesis is for *those* who feel stuck...", try saying "Genesis is for *you* if *you're* feeling stuck..." Don't speak *OF* those you are serving, speak *TO* those you are serving (the person who landed on your website, will likely already resonate with some of this, so speaking to them vs about them makes them feel validated and seen. Which allows for an instant connection with your audience).
3. I would also **break this body of text up** somehow, to make it accessible for those who will only skim. Try using bullet points and italicizing and bolding words or phrases you want to emphasize. Doing this will also make it easier for readers to digest.

## About Page

1. Instead of your name and title as the headline, try pulling something intriguing from the body of text and use it as your headline. This will pull your reader in and make them want to learn more about you (of course add your clinical title into the text somewhere).
2. I would challenge you to **shorten your About section**. If you feel like all of the information is important and you would like to include it somewhere on your website, you might consider adding a Mission page and adding your values there.
3. You did a good job starting off with your own story and bringing it full circle on how you can serve your client. Be sure to add a CTA (call to action button to this page). It can be something like "Let's Get Started" or "Let's Begin Your Healing."
4. **Bold and italicize words and phrases that you want to stand out** (for the skimmers + to make it easier to digest).

### Other Notes:

- You did a great job bringing your audience on a journey.
- In the future consider creating a page where they can subscribe to a newsletter or a freebie of some sort. This would increase your credibility and give you another opportunity to reach potential clients who didn't reach out to you on their first visit to your site. (If collecting emails is allowed, in your industry).
- You should remove the underline from the CTA buttons (I also use canva for my website temporarily. I think it just looks a bit more official without the underlines).

Zulay - Abba's Grace - Website Audit - 11/11/23

### Home Page

1. Excellent heading.
2. **You are missing a subheading.** Your subheading should include who you serve (millennial women) and how (christian coaching). I would consider not making your logo the focal point, even though it is beautiful.
3. Perfect CTA button.

### Page Two

1. **Instead of "We serve millennial women looking to" replace it** with something like "If you are looking to." Because your homepage will already have WHO you serve, you don't need to repeat it on this next page. And also you want to speak directly TO who you serve not ABOUT who you serve. You did this well with your headline of Have you been asking yourself the question "Who am I?"
2. **You can also remove Abba's Grace is a Christian Coaching business**, because you will include that on the home page.

### Here's How Page

1. It would be more visually appealing and therefore, more reader-friendly to **break the bible verses away from the paragraph** that it follows.
2. Updated "food" to "good" for the bible verse Genesis 2:18.

### Meet the Coach

1. Paragraph break after "...at every service."
2. Paragraph break after "...living in another state."
3. After discussing who you are, **bring the closing full circle** on how you can be of service to your audience.
4. **Include a call to action** at the conclusion of Meet the Coach (a general rule is that each page should have a CTA button that leads the client along a journey)

### Other notes:

- **Your website reads more like a presentation.** Your previous one did as well but I assumed that was how you wanted it shown. Did you select "website" in Canva when you created this or did you select "presentation?" If you did the latter, I would suggest setting it up under a website where it will give you an official domain name and it will look like an actual website even with it being free. This will make it easier for visitors to navigate.

- **I would love to see an investment page** that displays packages and what's included in those packages.
- Remember, your website is about your potential clients. Talk to them directly. Connect with them. Focus on them.