

# Website Mistakes

## Playbook



KARENTREZONA.COM

# MISTAKE 1

**Unclear Value Proposition:** Failing to clearly communicate the unique value and benefits you offer as a coach can confuse visitors and make them leave your site quickly.

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## What Happens?

If visitors can't quickly understand what you offer and how it benefits them, they'll likely leave your site without taking any action. This results in missed opportunities to engage potential clients, reducing your conversion rate.

**Find 3 people to ask if they understand your offer/service**

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**Summarize what they say.**

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## What Can You Do?

- Clearly state who you help, what challenges you solve, and the benefits clients can expect.
- Craft a compelling headline that captures your unique selling proposition.
- Use concise and engaging language to communicate your value on your homepage and key landing pages.

**What are the problems you solve?**

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**What's the outcome for a client?**

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# MISTAKE 2

**Lack of Clear Call to Action (CTA):** Without a clear and compelling CTA, visitors might not know what action to take next, reducing the chances of conversion.

## What Happens?

Without a clear CTA guiding visitors on what to do next (such as signing up for a consultation or downloading a resource), they might leave without taking any meaningful action, resulting in lost leads and potential clients.

**Find 3 websites of leaders in your industry.**

  
  

**What are some of the CTAs they use? Which "pull" you to take action?**

## What Can You Do?

- Place clear and prominent CTAs on each page, guiding visitors on what action to take next.
- Use action-oriented language in your CTAs (e.g., "Schedule a Consultation," "Download Your Free Guide").
- Make sure CTAs stand out visually, using contrasting colors and button designs.

**What is the KEY action you want someone to take on your site?**

**Brainstorm some CTAs for that.**

# MISTAKE 3

**Poor Navigation:** Complex or confusing navigation can frustrate visitors and lead to a high bounce rate. A well-structured menu helps visitors find the information they need easily.

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## What Happens?

Poor Navigation: Complex navigation can frustrate visitors who can't easily find the information they need. This might lead to increased bounce rates, diminishing your chances of retaining potential clients.

**Check some sites in your industry for navigation/menus**

  
  

**What do you like about some you chose?**

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## What Can You Do?

- Simplify your website's menu structure, grouping related pages under logical categories.
- Use clear and descriptive labels for navigation menu items.
- Consider using a search bar to help visitors find specific content quickly.

**What are the pages you would like to have on your site?**

**Map out a potential navigation bar.**

# MISTAKE 4

**Slow Loading Speed:** Slow-loading websites can drive visitors away. Optimize images, minimize plugins, and choose a reliable hosting service to ensure fast loading times.

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## What Happens?

Slow Loading Speed: Slow-loading pages can lead to impatient visitors abandoning your site. This not only impacts user experience but can also hurt your search engine rankings and deter potential clients from staying on your site.

**How do you feel when you find a slow site?**

  
  

**When you land on a slow page what are your thoughts?**

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## What Can You Do?

- Optimize images and media files to reduce file sizes without sacrificing quality.
- Minimize the use of resource-heavy plugins or scripts.
- Choose a reputable and reliable hosting provider with good performance.

**There are platforms to test your page load speeds. Here is one.**

<https://gtmetrix.com/>

**I use Dropfunnels as my platform of choice because they naturally have faster speed times. They also don't require numerous plugins.**

See my resources recommendations [here](https://karentrezona.com/tools-resources/#Dropfunnels).  
(<https://karentrezona.com/tools-resources/#Dropfunnels>)

# MISTAKE 5

**Mobile Unfriendliness:** Neglecting mobile responsiveness can alienate a significant portion of your audience. Your website should look and function well on various devices.

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## What Happens?

Mobile Unfriendliness: If your site isn't optimized for mobile devices, it can be difficult to navigate and read on smartphones and tablets. This could lead to potential clients leaving your site prematurely, hurting your overall conversion rates.

**What are 3 things you appreciate for mobile use?**

  
  

**List your planned preferences for your mobile optimized site.**

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## What Can You Do?

- Use a responsive web design that adjusts to different screen sizes and devices.
- Test your website on various mobile devices to ensure smooth navigation and readability.
- Avoid using elements that may not function well on mobile.

**How do you usually access websites? How does you ideal client? Perhaps ask some of them.**

**Some platforms, like Dropfunnels have an inbuilt mobile optimization that only needs a few tweaks and then to hide unnecessary elements.**

# MISTAKE 6

**Cluttered Design:** Overloading your website with excessive text, graphics, or irrelevant content can overwhelm visitors and distract them from your core message.

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## What Happens?

Cluttered Design: An overly cluttered website can confuse visitors and make it hard for them to focus on your core message or offerings. This confusion can cause potential clients to leave, resulting in missed opportunities.

**Find 3 websites that have a design style you like?**

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**Why do you like them?**

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## What Can You Do?

- Streamline your content by focusing on key messages and removing irrelevant or redundant information.
- Use whitespace strategically to give your content room to breathe.
- Prioritize the most important information, placing it prominently on your pages and use copy & visual design to highlight them.

**List some design features you'd like to have on your site.**

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**What other questions do you have about design?**

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# MISTAKE 6

**Weak Content:** Content that lacks depth, relevancy, or personality can fail to engage visitors. Compelling and valuable content helps establish your expertise and builds trust. It's also important to speak their language rather than use jargon.

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## What Happens?

Weak Content: Poor-quality or irrelevant content can fail to engage visitors and position you as an expert in your field. This might cause potential clients to doubt your capabilities, leading to lost credibility and business.

**Check the content on 3 sites you like?**

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**What is it that you like and that connects with you?**

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## What Can You Do?

- Provide valuable and relevant content that addresses your target audience's pain points.
- Share insights, tips, and success stories that showcase your expertise and the impact you've made.
- Use a mix of text, images, videos, and interactive content to engage visitors. (Don't panic, this can be built on over time).

**It's important to do some research and ask your potential clients questions that help you truly understand what they are looking for.**

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**How do you most like to create content? Written, audio, video?**

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# MISTAKE 8

**Missing Social Proof:** Testimonials, case studies, and client success stories are essential to showcase your credibility and the positive impact you've had on clients.

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## What Happens?

Missing Social Proof: Without testimonials or success stories, potential clients might question your ability to deliver results. This lack of social proof could lead them to seek coaching services elsewhere.

**List 3 people to ask for testimonials.**

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**Do these testimonies showcase a transformation for the client?**

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## What Can You Do?

- Gather and showcase testimonials, success stories, and case studies from satisfied clients.
- Include client photos and real names (with permission) for authenticity.
- Highlight specific results and outcomes clients have achieved through your coaching.

**Thinking about your niche and clients, what do you need to consider in sharing testimonials? Some niche's are extremely private.**

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**Think about a Case Study (Person's story of transformation) you could share.**

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# MISTAKE 9

**Neglecting SEO:** Without optimizing your website for search engines, potential clients might struggle to find you. Incorporating basic SEO practices can improve your visibility.

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## What Happens?

Neglecting SEO: If your website isn't optimized for search engines, potential clients might have trouble finding you online. This can reduce organic traffic to your site and limit your reach to potential clients. Organic traffic is free traffic and very helpful for building your business.

**What are the 6 most common words for your industry?**

  
  

**How about phrases that are searched in your niche?**

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## What Can You Do?

- Identify relevant keywords related to your coaching niche and incorporate them naturally into your content.
- Optimize your website's meta titles, descriptions, and headers with targeted keywords.
- Create high-quality, shareable content that naturally attracts backlinks.

**Neil Patel is one of the foremost experts on SEO. Check his site here.**

<https://neilpatel.com/>

**And his Keywords search tool:**

<https://neilpatel.com/ubersuggest/>

# MISTAKE 10

**Ignoring Analytics:** Not setting up analytics tools to track website traffic, user behavior, and conversions can prevent you from making informed decisions for improvement.

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## What Happens?

Ignoring Analytics: Without tracking and analyzing website metrics, you won't have insights into what's working and what isn't. This can hinder your ability to make informed decisions to improve your website's performance and conversions.

**List 3 metrics you want to know.**

  
  

**What will knowing these do for your business?**

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## What Can You Do?

- Set up Google Analytics or other tracking tools to monitor your website's performance.
- Regularly review metrics such as traffic, bounce rates, conversion rates, and user behavior.
- Use insights to identify areas for improvement and refine your website's content and design.

**There are also platforms that help you analyze visitor movements on your site too so you can make adjustments when people are not taking action.**

Take a look at this: <https://www.hotjar.com/>

**Dropfunnels has a metrics dashboard that showcases many important metrics.**

It also makes it very easy to integrate your google & facebook tracking.

If you're interested, [Sign Up for Dropfunnels Here](#)



## A Note From Karen

In the digital world, it's easy to go down a "rabbit hole of epic proportions" to build a DIY website. I know because I got totally way-laid building mine ... and then others.

After building websites & funnels for clients, I nearly quit because of the long drawn out process that can occur. *NOT a fun process for either party!*

Rather than put the knowledge and skills to waste, I streamlined my processes and began offering VIP Days (& Weeks).

*This was a much happier experience all round.*

However, VIP Days are not always an option and I know how hard, overwhelming and surprisingly expensive it can be for people entering the online world. *It's a challenging journey.*

So, I'm working on options to help bridge the gap.

**As a multi-passionate, I love help others step into their unique giftedness and achieve their mission to serve others.**

Even after signing up for multiple programs, learning numerous tech platforms, and training as a master marketer in strategy (*the plan*), copy (*the words*) and design (*the beauty & functionality*) since 2019, I continue to learn so I can keep up with the fast moving online world.

*I look forward to seeing how I can help you!*

# Website Checklist

As you build, or have someone else build your website, check through these items to ensure your website is set up for maximum impact. (If you need help with this, take a look at the options on the next page.)

- Clear Value Proposition
- Clear Call to Action (CTA)
- Clear Navigation
- Loading Speed
- Mobile Optimized
- Clear Design
- Valuable & relevant content
- Social Proof
- Relevant keywords
- Set up Analytics & tracking

## Other Notes

# Three Key Areas To Consider

Make a note or two about the main things that are important to you in each area below. Don't try to do it all right now. It's important to get a starting foundation and then let it grow as you do.

Overwhelm keeps us stuck, action brings clarity.

## Strategy

## Copy

## Design

## Bringing it all together

# Planning Your Site

Make some notes about what you'd like to have on the key pages for your site. What else do you need? See the checklist below to see what else you may need.

Home

About

Services

## Checklist Section

- Booking Calendar
- Stages Pipeline
- Optin/Freebie : Lead Funnel
- Training / Course Area
- Blog/Vlog
- Email Service Provider

# Website Building Helps

## WHAT IS YOUR WORKSHEET ABOUT?

### AUTHORITY SITE SPRINT

[See More Here](#)

4 Day Challenge to build a single page Authority Site in Canva. Have somewhere to send clients right now while you work on preparing for your permanent site.

### 4 WEEK GROUP COACHING

[Join The Waitlist](#)

A 4 week small group coaching program to guide you in gathering everything you need for a professional website build, whether you do it yourself or hire out.

### VIP WEBSITE BUILD

[Learn More Here](#)

Get your website built in a single day. This requires preparation on your part which can also be through the 4 week coaching program with a discounted VIP Day.



# Doors Are Now Open for the Authority Site Sprint

Build a quick Website page in a few hours with training, simple tools and templates anyone can use!



★★★★★ - Jennifer M

You were everything I needed in that moment and you'll be the same for countless others. You have the ability to not only help them hone in on their natural talents/passions but you also have the skill to help them build those passions into a profitable business.

[CLICK HERE TO SIGN UP!](#)

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Quickly



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<https://karentrezona.com/website-roadmap/4-day-challenge>