

# YOU ARE OVERWHELMING

the answer to overwhelm is not *more* stuff. it is *less* confusion. by:greatoakcircle.com

## website audit

### GREETING.

Is your picture + welcome on the home page? Do you greet visitors at the door to your home? Thought so...

### SIMPLICITY.

Stop talking so much. Literally. Use less words. Have you browsed on a cell phone? I bet your thumb is tired from scrolling through all the nonsense to get to the juicy stuff! If it doesn't add meaning, it doesn't add much.

### CLARITY.

Can you imagine offering dinner party guests 37 different main dish options? This does not make them feel comfortable and known. It makes them feel overwhelmed. Overwhelmed people can not make decisions. Selling 37 different custom facials or coaching packages? Instead sell a few and *customize* your offerings to the client.

### CONNECTION.

Give your digits. Or email. Or handle. Or whatever. Make connecting with your company *e a s y*. Visitors that connect tend to hang out with you more, and rave about you more, and buy more. Plus they are cooler.

### DESTINATION.

Is your site leading visitors to a destination (purchase, connect, opt-in)? Would you throw a party and let visitors guess the location? hmmm....probably not. Scale back the home page and menu bar to be clear and helpful, so guests can easily identify their next click. Every page need not be linked in the main menu bar. Utilize sidebar areas, secondary menus on select pages or {read more} links to add more content as required.