



# Website Audit

## HOME PAGE

- Make a Call to Action “Custom Order” - Make a button ( Or make it the first in the navigation bar if you can't do that. Make it stand out!
- Take Home away in the main navigation.
- Make the little circles on the homepage be:
  - Shop Online Now
  - Purchase a gift Card
  - Subscribe to brush box
- Make a new section for your bio with a picture and your bio.

## BRUSH BAR

- Add as a dropdown under shop and also add a button on the home page circles
- Give people more information and explain more about what it is in the description. Any information in the video needs to be in the text.
- Talk about why this is fun and important. Make people excited to enjoy.

## SHOP

- Make this your own e-commerce.
- Send people from Etsy to your website to order larger orders. Add more copy, and add in a graphic into the banner to take people to your website.
- Add a Gift Card tab under the shop or add the giftcard on one of the buttons on the homepage center where people can click and learn more.

## BLOG

- Get rid of the dates on the Blog
- Name this news, journal, or something blog since this is a resource and not a daily or weekly blog.

## MAKERS FOR GOOD

- Add a video explaining why you have this section and why you can about it.
- Make this a place where people can connect with you.

## STOCK LIST PAGE

- Adding this explains where your things are found and how people can find those stores.

## CONTACT PAGE:

- Add a contact form/ information on how people can contact you at the bottom of every page and get rid of the contact us page.

## CUSTOM ORDERS

- Add a button sending people to deposit or telling what is next now.

## OVERALL IMPRESSIONS

Always add in text on every page to help explain and drawing in people who are googling.  
Make any sections that are more personal so people are drawn in. Your website is beautiful and we can't wait to see the updates you make!