

**EPISODE 133**

[INTRODUCTION]

**[00:00:04.1] ANNOUNCER:** Welcome to the Creative Empire Podcast. Each week, Reina Pomeroy, the life and biz success coach, and Christina Scalera, the attorney for creatives, are taking you up close and personal with successful influencers in the creative community and tackling your biggest business hurdles. Their mission is to help you, creative entrepreneurs, think beyond your daily biz so you can make the brave decisions that build your Creative Empire.

[INTERVIEW]

**[0:00:35.8] RP:** Hey, hey everyone! Welcome back to another episode of the Creative Empire Podcast. It's Reina here and Christina is here with me. Today we have Katie Williamsen who is the web strategist, helping boss ladies create pretty and functional websites. She will help you just look at your website, make it super functional as well as pretty, which is something we all need, Right?

Katie, we're so excited to have you and can't wait to kind of nerd out about the behind the scenes of web stuff.

**[0:00:57.7] KW:** Thank you guys both for having me. I am so excited to be here today.

**[0:01:04.3] RP:** Yey! Podcast out. Okay. Katie, tell us a little bit more about how you got into the business that you're in now. You have a really cool background and I want our audience to hear that too.

**[0:01:15.0] KW:** Sure. Back in the day when I was in college, my undergrad degree is in graphic design, and so I love design and when I was in college. I graduated over 10 years ago, Facebook just started. I remember the day we got Facebook on our campus and it was when only people in college could have Facebook. The internet was just starting, basically, to be as important as it is now, because iPhone didn't come out until 2007, I think, and that's when I

graduated from college. Things have changed so quickly, and so when I was in college I was like, “Eh! Web design? Eh! Whatever.”

I didn't really bother to learn anything about it, and then as they started working and they're well worth I realized, “Oh, man! All of these web stuff is really important,” and they begged me to get them that train. I ended up going to graduate school about five years after undergrad and I did 10 months intensive graduate program. It's an interacted media grad program. I learned how to code for the web. We did communications theory. We did a bunch of social media and so many other things. Now, I graduated from that over five years ago. Things have still changed so much since then, but the way they taught us in that program, they taught you how to learn quickly and how to stay up on the technology, and so that's something that I've done so well in that program. I also really came to love user experience and search engine optimization and all of that. I'm really into that now.

**[0:03:06.7] RP:** So cool. You're like the perfect hybrid between the creative side and like the design side and the sort of more analytical user experience, webby, caddy stuff. I know before this, while you were still working in your fulltime job you had a really up and coming blog too. Do you want to talk for two seconds about that?

**[0:03:26.2] KW:** Yeah. When I was in grad school, one of my best friends in grad school and I started a blog because we didn't have enough going on during our 10 months in grad school.

**[0:03:36.2] RP:** I know all about that.

**[0:03:37.3] KW:** Right? We're like, “Oh! Let's have a blog.” So we started a lifestyle blog. Really, when we started it we wanted to do an online magazine because online magazines like [inaudible 0:03:51.0], that's they only one I can think of right now, but they were really starting to get popular and we love the idea of styling and taking photos and all of that. We kind of started doing some magazines and it got really expensive though being in grad school and trying to style your own things. We turned it into a lifestyle blog which I ended up keeping four or five years. It was really a lot of fun and I've always used WordPress for that. I've come to really love WordPress over the last five years as well.

**[0:04:25.7] CS:** Have you experimented with the other options that are out there now? Some of them were even on WordPress. What I'm talking about is Showit, Squarespace, ProPhoto. There's so many different options now — Oh! Genesis. They have the Genesis with the child themes. Have you been experimenting with any of that stuff?

**[0:04:45.0] KW:** I've sort of like played around with Squarespace a little bit. I don't have a site on there, but I've worked with clients that have Squarespace sites, because a lot of web stuff, when it comes down to it, it's all the same. It's just trying to figure out how to do specific things for each platform that you're using. If you, in terms of SEO, just trying to optimizing a specific platform the right way. It's not like the tactics that you use are different. It's just making sure you know how to do this with the big thing for that platform.

**[0:05:18.6] RP:** Interesting. Tell us a little bit about user experience really quickly. I feel like that's something, and you might dive into it in a different way. I'm curious about when somebody goes to your website — I'm thinking of my website personally. If you think about your website, how do you know if it's working for you or how do you kind of explore that, or do you just hire somebody like you?

**[0:05:44.0] KW:** These are experience — The best way to think about it is — Just like people say, when you're writing, you're writing to your ideal client. Well, your website is for your ideal client. You want to think about how your ideal client is going to navigate around your website and how you're going to leave them from one page to another. You want to make sure that everything is clear and obvious almost.

On your navigation, instead of — If you are calling your blog, like journal or like something cutesy, that may not be very obvious to people what that is, but everyone is going to go and click on blog. Just like thinking about that, sometimes people have the mom test. I think Jenna Kutcher says that. Just have your mom go and play around with her website and see if she can figure out, like look over her shoulder.

In my blog I do have a post about creating a simple user experience test, which I'll give you guys for the show notes. There are a couple of different ways that you can do user experience

testing, but I mean the best is to talk to some of your ideal clients and have them navigate your website and move through your website.

**[0:07:00.8] CS:** What are some of the biggest challenges or mistakes that you see people doing with their websites online that maybe are pet peeves of yours and drive you nuts?

**[0:07:11.9] KW:** It can be a whole bunch of things. With the navigation, putting together these convoluted navigations where you can't find anything, or putting things —

**[0:07:22.9] CS:** What's an example of that?

**[0:07:24.8] KW:** Okay. When I talk about navigation, it's typically the bar at the top and that has like your home, your about, your blog, your services and those different things. First, you want to make sure that you don't have too many options, because your short term memory, they all get years — Like the communications part. Your short memory can only hold seven items, and so if you have 10 different items on your navigation, that's just way too many things for your short term memory to remember and process. You want to try to pair those top navigation choices to typically, I would say, five or less, and so that way — Plus, that's the best way to really lead your people. You're not giving them too many choices, because too many choices is overwhelming as well.

Pair those choices down and then you use the names that the industry uses. Don't use journal or the cutesy name. Use very specific names, like blog or terms that people are used to seeing every day. Those are some of the navigation things that I see. Really, the homepage is where people are going to start their journey typically. They might start on a blog post, but after that they probably are going to go to your homepage. Make sure that your logo is clickable, and a lot of people forget about that, because you can have a home button, but a lot of people, it's stuck in nature to just click that logo. Make sure that's clickable to take you back to your homepage. Make sure that your homepage, as soon as you get there, people know who you are, what you do and how you can help them and if they're the right people they can help.

Really, you want to give people a quick snapshot of all that stuff right away, which kind of seems like a lot, but you can definitely get that all in there in the first few lines of your site. You want to make sure that you get all that stuff out there right away.

**[0:09:33.1] CS:** That's awesome. What about on your blog? There's a traditional kind of blog that has sidebar, the blog post, whether the sidebar goes left or right is an issue for debate. I've read a lot of studies that says it doesn't matter.

What about your blog? What can you be doing on your blog to optimize visitors and turn them into clients or customers or just huge fans of your newsletter or site, whatever it might be that you're optimizing your website for? How can you do that on your blog?

**[0:10:05.9] KW:** One of the biggest tips, and this is really good for SEO too, is to make your blog post really easy to read or really scannable, because people aren't necessarily reading full blog posts anymore, and so having subheads and bullet points are really good for blog posts, because people are able to pick those little pieces of information away and start to get to know you and really like you right away. As I said, it's good for SEO and all that good stuff. I definitely think that's a good way to do it by optimizing that.

Making sure that you do have visuals in your blog post that something everyone — It's like 90% of what we pick up is via visuals, and so the more visuals you can have in your blog post are relevant to your blog post are awesome. I don't put a ton of visuals in my blog post other than that hero image typically, but if you can put an info-graphic in or a tutorial, that's a really good way to do it as well and to get people coming back, because they know that how you formulate your blog post really resonates with them and they're able to pick up that information quickly. Definitely think about adding more visuals to your blog post when you can.

**[0:11:31.2] RP:** Yes. I heard you say have the visuals so that it pulls people in and have some kind of way to engage them in that way and then also have it be scannable kind of blog post. I think I'm one of those people that reads for the scan first and then if I think to myself, "Oh! I can really reference this later or this is something —" Especially when it's technical or I need to follow it to a tee, I'll like pin it or I'll save it for another moment when I can actually digest that information. It's kind of like a quick betting process, "Is this an article that I need to come back to

or is this something I need to read right now or is this something I can ignore?" It's kind of like a three-tiered process for my brain, if that makes sense. I appreciate that.

**[0:12:15.1] KW:** Exactly.

[SPONSOR BREAK]

**[0:12:18.0] CS:** Have you heard about Member Vault? It's a new course delivery platform for online educators that focuses on one thing; engagement. "But what the heck is engagement," you might be asking me, "and why does it even matter?"

Have you ever purchased an online course and — Yeah, maybe forgot to finish it? My hand is raised. This has happened to me definitely more than a few times, and guess what? I never purchased from these course creators again, like anything. The courses that I have finished, well, let's just say I'm more than a lifelong fan. I've joined their masterminds, I've bought their coaching programs. I generally tried to support them as much as I can all along the way.

If you are looking to fall into the later camp and you want to create raving fans for your platform, make sure that you go to [creativeempire.co/membervault](https://creativeempire.co/membervault). That's [creativeempire.co/M-E-M-B-E-R-V-A-U-L-T](https://creativeempire.co/M-E-M-B-E-R-V-A-U-L-T) to get your free 30-day trial of this software.

Not only will you get 30 days free, which should be more than enough time to get up maybe even a mini course for you, you'll also receive free access to the course that's going to show you how to do this. This course is called the DIY Roadmap and the folks over at Member Vault have set this up just for you. It's normally a \$97 course that they're giving away for our listeners for free, and all you have to do to get it is go over to [creativeempire.co/membervault](https://creativeempire.co/membervault).

This course is going to help you build your own online teaching platform that boosts your income and sells itself without you even having to go through a launch. Again, normally that's a \$97 course that they sell on its own, but they're giving it away to you guys for free along with a 30-day trial. [Creativeempire.co/membervault](https://creativeempire.co/membervault) is going to get you all those goodies. Go get them today.

You don't have to be a guest on our show to have your business features. This week's review comes from [IdleWhims] who says, "My daughters and I decided to take a leap of faith and start our own online design business this summer. We needed a lot of help and encouragement with the process, and these podcasts have been invaluable."

"Ever since I stumbled across the Creative Empire website a month ago, I have been faithfully scrolling through the podcast and listening to the topics we needed for that day. I love that the full transcripts are available so I can listen while clicking or cleaning and don't have to worry about keeping notes. All the links provided with the show notes provided great service. I really appreciate finding out about so many other entrepreneurs and hearing their stories. I have gained more health, insight and encouragement from these podcasts than I could have ever imagined. So thankful for this resource and that it's available for those of us just starting out long-range business goal make it on to the Creative Empire Podcast docket."

Well, you have a tiny big. We would love to hear more from you. When you are ready [IdleWhims], I would love to get an email from you. If you are out there listening thinking that your rating and your review don't matter, they do. We don't ask for anything from you guys except from these ratings and reviews. That's how important they are, and we would love it if you took the time to leave us one today. It takes two seconds to leave that rating, and if you have a little more time, you can leave us a review that might just appear on this podcast.

[INTERVIEW CONTINUED]

**[0:15:47.8] RP:** What else is there in terms of you said the headers for your website and then there's definitely some stuff for your blog. I know there's a lot about SEO. You've talked a little bit about it, but is there something that we should know in terms — What's the difference between SEO and Google Analytics? What should we be concentrating on there?

**[0:16:08.9] KW:** All the things pretty much. SEO basically is optimizing your blog so that way when people search in Google you come up. You obviously want your ideal clients to find you on Google, and then Google Analytics will give you a bunch of information so you can optimize your website and figure out what is and isn't working for your site, and I can get more into that.

Google Analytics is just a tool to improve your website and to look at your SEO and find out where people are coming from. Basically, with Google Analytics, you want to make sure you that you have installed first and foremost because if it's not installed then you're not getting any of that data. It's not collecting any data. The day you install Google Analytics, that's the first point that Google will start collecting information. If you don't install Google Analytics until you've had your site for five years, then you've lost that first five years of data. If you don't, then like you have — On my blog I have quick tutorials for installing Google Analytics, and if it is installed on your site and you don't know how to access it, then contact whoever is your website developer or something so that way you can get access to Google Analytics, so that way you can take advantage of looking at all that information.

**[0:17:33.1] RP:** What should one be looking for when you get the read up of the Google Analytics? Should we be looking at certain statistics or certain things?

**[0:17:41.8] KW:** Sure. There is a lot of information in Google Analytics. It can definitely can be overwhelming, and take it slow and look at it kind of piece by piece because there's so much information that you might look at it and be like, "Oh! I'm never going to look at this again."

You can see how many people are visiting your website and if you have Squarespace analytics, or a lot of times on WordPress, people will have an analytics things and the numbers will be different. That's just something to keep in mind as well that the way all of the different tools measure, visitors and things can be different.

**[0:18:23.3] CS:** Yeah. No, that is very true. We pay a lot more for the Creative Empire website because even though our analytics — I wish our analytics were the same as our — I use WP Engine for our hosting, and I wish our analytics were the same, but it actually counts not just every site visitor, but every download as a visit. We're getting hit twice for everybody that visits the site. I wish our traffic for that — It can definitely be deceiving, so I would encourage any of you out there that are relying maybe on your site hosts. I don't know what Bluehost does. I know Bluehost is a really popular one, but WP Engine at least track site visitors, they track some analytics.



Squarespace obviously has a fantastic tracking tool, but unfortunately it's not just as comprehensive as what Katie talking about here. Katie. Yeah, sorry, I interrupted you, but please continue. What else can we find in that left side bar on Google Analytics?

**[0:19:16.5] KW:** I think another important thing to look at is your bounce rate, and your bounce rate is the percentage of people that are coming to your website and then leaving instantly, or not instantly, but they're only looking at one page and then closing the site. A lot of times people that come from Pinterest might do that. They click and see the article and then they're done with it and then they close your site. That can make your bounce rate go higher.

People coming to read a specific blog post, there's nothing wrong with that if there are coming weekly to read your blog post, but that means that they're not staying around on your site to read other blog posts or to learn more about you. If you have a bounce rate that's 90%, that means that 90% of people that are coming to your site are looking at one page and then leaving. You definitely want to take that into account, and then that's when you can use your Google Analytics to start to say, "Well, where are they landing?" So then you know in the behavior, and so then you can look to see which pages have a lot of traffic coming to them and then you can look at the specific bounce rates for your pages and say, "Okay, so they're going to this blog post and then they're leaving. What can I do, because this blog post is getting a lot of traffic, so what can I do to edit this blog post so that way people stay longer?" Maybe that's at the beginning putting something about you and be your post and putting other links to other blog posts or to your services or to different things in your website so that way people choose to stay around a little bit longer.

**[0:21:08.4] CS:** Or even a content upgrade.

**[0:21:10.2] KW:** Exactly.

**[0:21:11.1] CS:** Melyssa Griffin does this really, really well and she had a content — At one point, she had a content upgrade for every post she did and they were all different. Yeah, I think having some kind of opt-in freebie, maybe you guys have seen this on people's websites. Pretty much everyone has one for their entire website, but just remembering to incorporate that into your blog post because it's like Katie is talking where people are coming over from Pinterest,

they might see that you have this blog post that they're interested in and if you're opt-in is related to that, they're going to want more content from you. Why not give them that option?

That's where I see I take on a very limited number of consulting clients, but I have a lot of course participants, and that's the number one thing that I see them having questions about and just kind of wondering, like, "Why is my bounce rate so high?"

We have to work really hard to encourage — I have to work really hard with them. They've worked really hard to accept it, but we both have to work really hard to figure out how to make that feel good, because I think that's the number one concern is that if they have five different calls to action, a.k.a buttons or links or whatever you want to call it, to click on that opt-in and to get that delivered to their inbox. For whatever reason there's this big hesitancy and there's this big resistance around putting a lot of what's called CTAs or calls to action to get your email newsletter, or your opt-in or whatever it is that you're giving them for free. I think it's because people are — Actually, I don't know. Maybe we can talk about that, Katie. Why do you think that people are so hesitant to put five opt-ins on a blog post, because I'm like loaded up, baby. I'm like, "Let's put as many as we can without making this annoying-sounding."

**[0:22:53.8] KW:** Exactly. That's like perfect. When you put those calls to action in, put them at the top. Don't put one at the bottom, but I know I've done that where I was like, "Oh! Scroll to the bottom and you'll find." Put call to action for the specific blog post really close to the top so that way if people just click over and close the window pretty quickly they can still see that opt-in. You want to make sure that's close to the top as well.

In terms of what you're saying, Christina, you want to make sure that if you have a really short blog post, you want to make sure that it looks balance and it's not just like paragraph, then get this freebie, but if it looks balanced and you're giving something away that has value, then there's nothing wrong with putting a couple of calls to action for a download. I definitely would, in one blog post, keep it to the same call to actions. Don't switch it up and put five different freebies, because that's really confusing. If you have a checklist for something, put it towards the top and then maybe in the middle and then put it at the very end so that way people can download your checklist at different points throughout their journey of your blog post.

**[0:24:11.5] RP:** Yeah. I was going piggyback off of that, because I think that's a really good point, and I just want to clarify something because I got confused. When you say calls to action I think you of should have one to call action. You're asking one person who's reading this thing to take this one action. Whether you say the same thing five different times, have it in a link. Have it in a button. Have it in a graphic. Have it in a button at the button. That is still leaving them to the same action of, "Go sign up for this freebie," right? You're not saying have six different things that they're signing up for. You're saying have one thing, put it in different places and it's easily consumable for this person. Is that right?

**[0:24:48.8] KW:** Yes.

**[0:24:49.4] RP:** Okay. Good.

**[0:24:50.3] KW:** Yeah, one call to action per blog post, not, "Here, download this checklist here and download this checklist here."

**[0:24:55.6] RP:** This other thing. Yeah. Okay, cool. I just wanted to make some —

**[0:24:56.2] KW:** Exactly. It's fine if you have a blog post that you'll link to that if you're talking about Google Analytics and then you say, "Here's a tutorial," or a freebie or like a specific call to action like that. Yes, one call to action.

**[0:25:19.1] RP:** Yeah. Can we talk a little bit about that too? I don't know what it's called. Is it called an inbound link when you refer to something else that you're tagging that's on your website? Is that a good thing or is that not a good thing?

**[0:25:30.8] KW:** That is a good thing, but the good thing for SEO too. Basically, a good well-designed website that is easy to read and have good user experience. Our friend Meg Clark, says, and I know she's been on the podcast, but a good website and a good business is good SEO.

Really, when you're doing things to add value and help your readers, that's going to helping your SEO as well. The reason that inbound links are good is because that shows that things on

your website are related to each other and the little search bots that are coming to your website, they are moving through your website with links, and so they're using those links and going from different places.

**[0:26:20.6] RP:** I'm just curious about if I was super overwhelmed with all the things that you just told us to do, what are maybe the top two things that people can do to start taking action or what can people do if they were like just super overwhelmed and didn't want to do it?

**[0:26:35.7] KW:** One of the things I offer is website audit. Basically, I go through over 50 different checkpoints of your website and I look at the frontend and the backend of your website. I'm looking at your Google Analytics and if it's not installed I will install it for you, but it's even better when it's installed. I look at your SEO and the layout, the accessibility, and we didn't really talk about accessibility, because that's a whole another thing.

Accessibility, when I'm talking about it, is really thinking about people that have disabilities who are visiting your site. I don't remember the statistic. It's like one in four people have a disability. Is that right? But it's high and it can be — If maybe they're colorblind or they can't see a small text and different things, and so keeping all of those things in mind as well when you're putting your site together to look at some of those, because all of that is into how Google ranks your site for SEO as well.

I look at all different checkpoints that I'll come back to you and give you the top places that you website can be improved upon and we can take it from there. I can help you make those changes as well.

**[0:28:03.4] RP:** Awesome. If somebody is DYIng this, what's the top one thing they should work on?

**[0:28:08.9] KW:** Well, I do have a download for you guys if you'd like. It's the five website pillars that you shouldn't ignore, and so I will — The link is [bit.ly/websitepillars](https://bit.ly/websitepillars), and that's all lowercase, and it's to go over user experience, accessibility, layout, Google Analytics and SEO and just give you some things to look out for. All of those things will help you improve your website and make it a much better experience for your ideal client.

**[0:28:47.5] RP:** Awesome. If you were to look into your creative empire in the future, what would you hope that it looked?

**[0:28:55.1] KW:** Hard question. I am hoping that I am able to educate other creative lady bosses and really help them make their websites better in the future and I would love to do either one to one education or group education and do some pro bono work as well to help just give businesses kick start they need so that way their website is working for them.

**[0:29:24.6] RP:** Awesome. That's really cool to do pro bono work for people through website stuff. Where can people find you? I know we have a couple of things that you shared with us already, which we'll put in the show notes, but where can people find you on the web and on —

**[0:29:42.2] KW:** Sure. Well, my website is kwilliamsen, and Williamsen is W-I-L-L-I-A-M-S-E-N, kwilliamsen.com and I'm Katie Williamson on all the other social media event, Instagram and Pinterest and I'm kind of on Twitter sometimes. Facebook, if you search Katie Williamsen, you'll find me there as well. I would love for all of you to come and check out my website and if you happen to have any questions, then let me know.

**[0:30:17.7] RP:** Awesome. Thank you so much, Katie, for being on and thank you guys for listening. I hope that this encourages you to start looking at your website in a different way not just like, "Oh! How can I make this prettier?" but "How can I make this more functional?" Go build your creative empire.

[END OF INTERVIEW]

**[00:30:31.0] ANNOUNCER:** Are you ready to build your own empire? For more information, show notes, downloads, and tips on how to do it, head to [www.creativeempire.co](http://www.creativeempire.co), where you can find out more about this week's episode and the two lovely ladies behind it all, encouraging you to build your own creative empire.

If you enjoyed this week's show, it would mean so much to Reina and Christina if you could take two minutes to go to iTunes and leave a review. It's a little thing that makes a big difference for the show.

[END]