

Critiques

Wednesday, March 25, 2009
10:25 AM

www.choosingyou.org

CHOOSING YOU!

Creating Your Soulful Life - Personal Development for Women

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Eye movement path

Choosing You! is dedicated to helping women create empowered and impassioned lives.

Choosing You! helps women find what brings them joy and meaning in their lives through: identifying their life mission and passions, transforming their negative beliefs into positive intentions, learning how to live in the "now", managing their boundaries and setting limits in relationships, reconnecting with and enjoying their bodies and food, creating support by enhancing relationships with friends, loved ones and spirit. [Learn More...](#)

Upcoming Events:

May 9, 2009, 9 A.M. until 4 P.M.
Boundary Setting: Learning to Say "No"
[Click Here For Details](#)

Friday October 16 - Sunday October 18, 2009, 7 PM
Friday thru 1 PM Sunday
Creating Joy and Passion in Your Life
[Click Here For Details](#)

[Click Here For All Upcoming Events...](#)

Enter your name and email address to sign up for the "Choosing You!" newsletter:

Good, easy request for newsletter. What's the main benefit for me to do this?
Sometimes this is selling too soon if there's no benefit statement.

Dr. Liz Berney, PhD

Choosing You! Offers: [Workshops](#), [Coaching](#), [Retreats](#), [Tele-Courses](#) and [Public Speaking](#)

Featured in "Washington Woman" (March 08) and American Psychological Association's "Monitor" (June 08)

"I really enjoyed the Teleconference course. The simplicity of the Teleconference... I like hearing others' struggles as well. I really enjoy the exercises and find it surprisingly easy to relax and reflect on the meditations."

Personal Development for Women :: Serving Maryland, Virginia, and Washington, DC
<http://www.choosingyou.org/>

Suggestions:

1. Improve the layout according to how you want the eye to flow. In this particular case, the eye is traveling from the largest to the smallest. It by-passes the smaller print because the eye isn't ready for this size. The eye naturally follows largest to smallest. Use this to help control the eye movement you want your visitor to have.
2. I liked the fast, easy way you can sign up for the newsletter. You don't go to another page even for the confirmation. You immediately receive a fast acknowledgment of "thank you" all on the same page. This is good if don't want to request another call to action at the same time. For example: After they sign up, ask them to register for your next free teleclass (or something along this line).
3. The purple box content was way too long. Remember people have their finger on the mouse and are ready to click for more. The call to action "learn more..." falls hidden.
4. Be careful, there are three calls to action: 1) learn more; 2) Oct 16 event; and 3) sign up for the newsletter. Which is for the new visitor who doesn't know you? Which is for the returning visitor? You think it's obvious, it's the Oct 16 event but not every time. Three type of people come to your site... people who don't know you at all, people who know a little about you (they have heard about you from some place else, and people who know you well. Be careful that you give each of these

types a clear next step to choose. This doesn't necessarily relate to this critique but should be observed by all web sites.

Let's try it with this site though...

First, I don't know who this lady is. She's pretty. I have to squint to see she's a Dr. (automatic credibility, I shouldn't have to squint for it). The navigational bar in blue "home, about, etc." is too small. I'd never find it unless I spend at least 5 minutes on the page. So who are you? Gone.

Second, I've heard of you but don't know anything about you. Again, I'm searching for the 'about you' page...huh, where is it? Oh, can't find it. I'll do this later. Don't have time. Gone and 99% not coming back...maybe some day when I see the name again.

Third, I've heard of you. I know something about you either through the newsletter or by some other means. I immediately to go the event. Wait a minute. It's so small, and the blue makes it harder to read. I have to squint and move closer to the monitor. Now, I'm uncomfortable. When is this? What's the name of this? Okay, got that. Now, where is this? Oh, I have to click to get more details. (Patience getting thinner.) They click only because they know you. The click for more details depends on how much trust you've established with them.

5. Color. There's a great deal of purple and it's range. Purple means spiritual. If your product or business is spiritual based and you don't want to say it in words, or if you want to give this immediate impression use these colors. This color can also be an automatic turn away for some people who aren't as spiritually based. Purple is a deep spiritual base. Make sure you want to use this to screen others out using this color. Since I've met Liz and know something about her, I know she's spiritually based and this is the way she runs her business and life. However, there's a delicate balance in using this color. I believe it's over used on this page.



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Note: This critique wasn't requested by the owner of this site. It is a freelance choice. Everything I present is open to interpretation. It's given with love and care.