



# Improve your own website... today!

It's very hard to look at your website objectively because you're too close to the project. You have the Curse of Knowledge... once you know something it's hard to operate as if you don't. This form will help change how you look at all websites, which will then allow you to see your site from the eyes of your prospects.

**Your goal is not more traffic to your website, it's better traffic, and then converting that traffic into sales. Most wedding professionals concentrate on the look, rather than the marketing on their websites.**

As you visit other websites, not just wedding websites, start writing down what you do and, more importantly, what you don't like on those sites. Use these pages to take notes... then review this list, at least once a week, to look at your own website to see which you're doing.

For more information on how to improve your website and ad performance, visit [www.theknotinc.com/tkmi.aspx](http://www.theknotinc.com/tkmi.aspx)

website			
what I do or don't like about this site & why			
does it get a visitor to take action? if not, why not?			
does my site do this?    yes <input type="checkbox"/> no <input type="checkbox"/>	does my site do this?    yes <input type="checkbox"/> no <input type="checkbox"/>	does my site do this?    yes <input type="checkbox"/> no <input type="checkbox"/>	does my site do this?    yes <input type="checkbox"/> no <input type="checkbox"/>

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