

## **Website review**

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**Website:** [www.thekentcupcakery.blogspot.com](http://www.thekentcupcakery.blogspot.com)

### **General review of The Kent CupCakery blog/website**

Before I begin, I will just say that I usually look at whether a webpage is appealing, whether it inspires confidence, whether its messaging and accuracy are spot on, is it readable and can I navigate my way round. Phew...

I'll give you a snap-shot impression, rather than a long-winded report. Equally, if there are lots of copy errors, I won't point them all out individually. Nonetheless, hope the following review helps you just a little and points you in the right direction.

### **Initial response**

My initial response to your blog/website is that it's colourful, fun and creative. It has your personality stamped all over it, which is a real strength when you are promoting yourself online. Anyone who follows you on Twitter will be attracted to your infectious sense of humour and unfailing enthusiasm for cupcakes. This translates into your blog. So, well done for capturing it!

It is also clear what your service is: cupcakes. However, as it is in Blog format without clear navigation at the top, it might be unclear to some people that you are a business. Someone might land on it, think you are just posting cupcakes and writing about them because you are obsessed with them! Giving clues at the top that you are a company could be a phone number or link to how to order.

I spotted the 'Customer's comments' at the top straight away - which prospects ALWAYS want to see. Many people do have customer comments in a side-bar - so this is a good tactic. So, my overall first impression is that your cupcakes are adored by many!

Regarding the background image of cupcakes, it might be too heavy or busy for some people. I like it - but some people like to be able to see the main page, rather than be distracted by the background.

One option could be to have white silhouettes of cupcakes on a very pale pink background, with accents of colour rather than the colourful wallpaper you currently have. Technically, if the background doesn't dominate, it draws the eye in.

As a suggestion, it might be worth asking people whether they like your background. I personally think it brightens up a miserable, dreary world and captures something about your personality. These are mere suggestions - so, don't start thinking it looks awful. It doesn't at all!

## **Does it inspire confidence?**

This is all about whether landing on your blog inspires confidence in your business. It can also mean whether you do what it says on the tin. First, the photographs are fabulous! This really sells your products. If people can see for themselves what you do, instead of you telling them you are a Cupcake Queen, then your credibility shoots through the roof. As it is, the photos 'sell' the cupcakes.

## **Messaging, readability and accuracy**

Your blog conveys how yummy the cakes are. You use lots of positive language to support that, which I enjoyed reading. As this is a blog and not a business website, the focus is on the cakes. I think that is the right move!

Some of your writing is in block text and you often crowd sentences together. Try to break up your text into paragraphs and ensure you put a space between one sentence and the next. This creates more white space, making your text more readable.

Regarding exclamation marks, try not to over do them. I love using them myself - but two together isn't needed. One always does the trick, so long as you don't use them at the end of every sentence! ;-)

I don't know whether the Blogger platform allows you to have extra pages attached to your blog - but, it might be a good idea to have extra pages devoted to info about you and a clear contact page.

If you look at my blog, designed by my partner on Word Press, there are clear pages about me and how to contact me. Currently, on your site, visitors have to scroll down to find that information. The link to you is right down the bottom.

If it's important for you to be contacted, then make this info more accessible. Make sure it's not all block text. You've started with a call to action in this section (If you wish to order cupcakes...) But, then after you mention the number and area, you continue writing about how you are happy to discuss ideas further. Separate this info out!

Make the call to action clearer so that the contact details aren't lost in the body text. The info about the food hygiene cert is very important. That should also be on your 'This is me' page.

Bold text. You are currently using a Georgia font; this works well online. I'm not so sure about using bold text for all your text. Bold can be used to draw attention to headings and key information. If you use bold on everything, some information can be lost. Just something to think about really.

Even though you are naturally excited about your lush cakes, try not to use text speak. (LOL)

I thought this was adorable: 'There can be no greater pleasure than producing these "Little Darlings" of soft squidgy (Note the spelling!) loveliness that create such a sense of happiness and well being.'

## **Navigation and organisation**

Loads of great things are going on in your business, from hand-made personalised cupcakes wrappers to the awesome range of cupcakes available. If a visitor doesn't read every blog post (Which is unlikely unless they are cupcake fanatics!) they will miss the different services you offer.

So, make the most of them. Make sure visitors know this straight away. Can you create hyperlinks on Blogger? This is where you put a link in the text that links to another page? It can be useful to do this so all the information isn't cramped together.

I think this is why I would have more info in 'This is me' so people can access this information easily. These are your USP's - make more of them.

SEO: I haven't referred to this. But, if you do want to use your blog to be found online, you might look at how you can improve this. Currently, you don't have any meta description for your blog. (Behind the scenes info that helps search engines list your page) Your site does appear on several websites and blogrolls, such as this one. <http://www.cosyhomeblog.com/category/kitchen/> Did you know? That can only be a good thing and shows that whatever you are doing, people are loving it!

I hope that helps. Please let me know if there is anything you're not sure about. I'm always happy to have a natter on the phone or online!

Nikki

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