

10 Website Tips

EVERY BOUTIQUE OWNER NEEDS TO KNOW!

WHY IT MATTERS.

Your website is not only a selling opportunity, but also a chance to showcase your brand. Put yourself in your potential customer's shoes! What can you do to make them more comfortable clicking buy? How can you captivate them enough to really make this an experience for them (one that they remember and want to repeat)? And how can you do all of this from a computer (or let's get real, cellphone) screen?

THE JUICY TIPS

- Keep your menu clean, clutter-free, well-organized (utilize drop-downs if you have more than 5 links or so).
- Condense collections with items less than 10, where it makes sense.
- Delete outdated collections from your menu (past holiday, unused, or empty, for example).
- If you have a large inventory, with many collections, organize them into groups (women's clothing with a drop down, and children's clothing with a drop down, for example).
- Include a link to your shipping and return policies in your main menu. Include your shipping charges, shipping/order processing times, and what your customer can do if they receive their item and it just ain't love?
- Include a link to an amazing about page in your main menu. 2-4 paragraphs, in the first person, will do just fine. Who goes to a boutique website to read a novel, right? Heart, soul and humor are all great things to include. Possible topics: a bit about you beyond your boutique (your family, your hobbies, maybe even your guilty pleasures); the real reason you started your boutique (dig deep, girl!); why you're passionate about serving your customers.
- Now, set the mood! Using colors, images, graphics and great copy! Showcase your brand, and let your website tell a story! Really put some elbow grease into this one.
- Link to your Facebook VIP group (main menu, on your homepage, etc.).
- Capture emails (whether through a pop-up, on your homepage, or in your footer).
- Use an app like 'Minifier' to minimize your website image file sizes to increase website load times. Trust me - it matters!

BONUS TIP: Those with a storefront, make sure you add a map widget (or section, if on shopify) to your homepage with your store address and hours.

