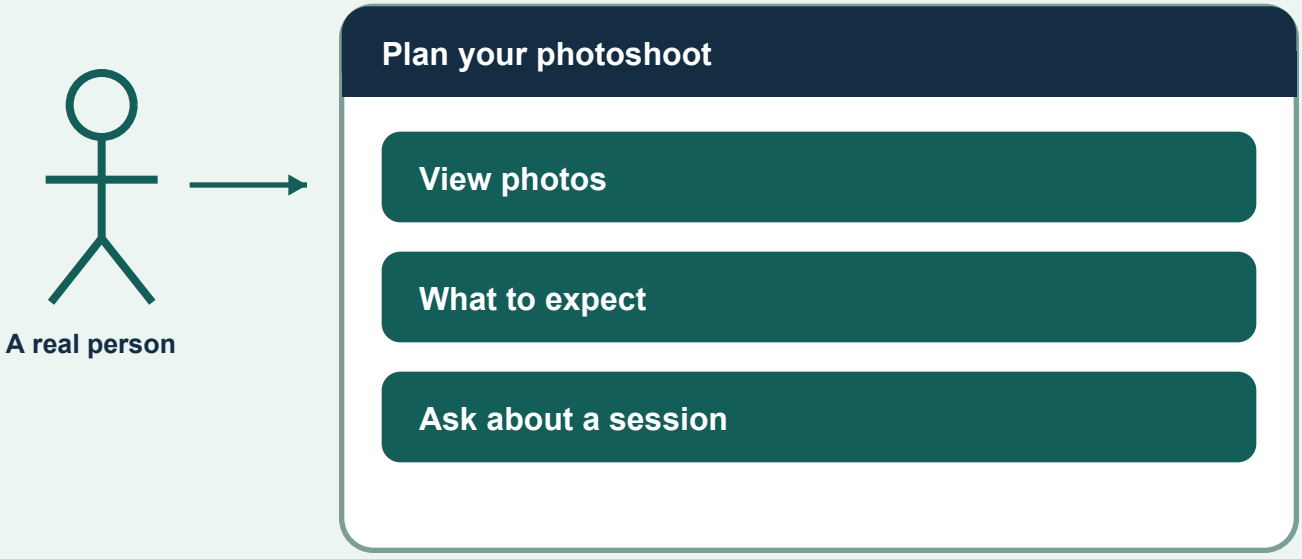
Make your website easier to use

What this means

A useful website helps someone understand your business and complete a task without getting stuck.

A real-life example

Someone visits a snake photoshoot page on a phone. They want to see real photos, understand the experience and ask about a session.



Simple teaching picture. Example business; not a live screen.

Your job

Try the route yourself. Use the tools you already have, and ask for help at the first confusing step.

Step by step: start here

1

Pick one visitor task.

Say it out loud: 'I want to see the experience and ask about a session.' Open the page on your phone as if you were that visitor.

2

Check the first screen.

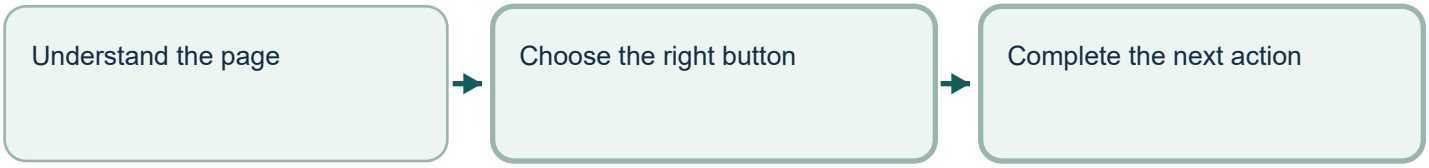
Can you tell what the business offers? Add a clear heading and a real picture if the answer is no. Avoid a long introduction before the useful details.

3

Answer the next questions.

Explain what happens, where, who it suits and how to inquire. If a price is available, show the correct price or explain how a quote works.

Picture the route



Before you continue

Explain the first three steps in your own words. If a link, account or permission is missing, write that down before moving on.

Finish the task and check it

4

Make buttons clear.

Use labels such as 'View photos' and 'Ask about a session'. Each button should do what its words promise.

5

Try everything.

Read the text, open the pictures and follow the buttons on a phone. If there is a form, send an agreed test and check it arrived. Ask someone else to try without coaching.

6

Fix the biggest problem first.

A broken inquiry button matters more than a decorative animation. Review the changes in preview and approve them before they go live.

How you know it worked

A new visitor can understand the page and complete the chosen task on a phone.

Show someone the result on your phone. If you get stuck, write which step stopped you and ask for help with that step.