

## #56 How to Create a Captivating Website

**Janice Hostager:** 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business and life in between. Welcome to my Weekly Marketing.

0:33

Your website is one of the key components of running your business and it's certainly important for marketing, but there can be a lot going on with it. Between design, user experience, speed, SEO, marketing and more. It's a project in and of itself. My guest on this week's podcast is Kelsey Romine. Kelsey is a website designer who, like many of us, started her business while she stayed at home with her three young children. Kelsey is unique in that, although she designs websites, she also had a career as a math teacher, so she is both analytical as well as visual in her approach to web design. If you're a regular listener, you know I've had other website designers on my show, but I love how I learn something new from each guest. Kelsey is no exception, so tune in as we talk about web design, entrepreneurship and running a business while raising a family. Here's my interview with Kelsey. So, Kelsey, tell me about your story. How did you arrive at your place? And then also what part of your journey has been, maybe a little different than you expected it to be.

**Kelsey Romine :** 1:38

Oh goodness. Okay, Well, I used to be a teacher for eight years. I taught high school math, which I'm definitely not doing anymore. But even before I decided to be a teacher, I kind of started as a computer science major. I really thought that was going to be the way I was going to go and it just didn't pan out for numerous reasons that we don't really have to go into but switched to math ed and kind of didn't look back, and then I was happy for several years teaching, and then it's just like teaching is a big mental load, it's a lot, it's a lot.

2:16

And then we started thinking about a family and I just kind of, as soon as my first baby was born, I was like this isn't going to support the lifestyle, the mom life that I want to be. I couldn't be there for different things of his life in his school. He's in preschool now and I get to go be mystery reader or I get to go and help in the classroom or whatever. So missing out on those opportunities, or even like he has a preschool graduation in a

couple of weeks and I wouldn't be able to be there if I was still in teaching. So little things like that that I know will accumulate over time. So I kind of just decided after he was born I was like this isn't teaching, is not going to support the lifestyle that I want in order to be the mom that I want to be. So I kind of looked at other options and started freelancing. So I kind of looked at other options and started freelancing and I started as kind of just a VA and kind of worked my way to social media and Pinterest management. And then I built out my first website and I was like, nope, this is, this is where I'm supposed to be. This is using tech and creativity and all the pieces of what I wanted computer science to be. It became. It became what I wanted computer science to be. It became what I wanted. I just felt like web design was exactly where I was supposed to be. I loved every aspect of it and so I kind of let the other stuff go and went headfirst into web design and kind of how it looked back and it's been a few years now.

3:38

I don't even know exactly where the transition happened because everything is kind of fluid, and since then I've had two more babies and I've been able to take time once they're born and I haven't had to send them to daycare unless I wanted to, and it's just been very freeing to be in this lifestyle type of thing and not at all what I expected of myself. I didn't know anybody or had anybody in my family ever start a business. Everyone in my family is actually teachers. It's ironic.

4:14

So I think just trying to find my way through it in a general sense has been interesting, challenging, new for me and almost empowering, like I like that. I've found something for me that's different for me. I kind of always paved my own little path in different ways and this is just another way I'm doing that and I love that. I get to tell my kids someday when, if, if or when they're not happy in what they're doing, that they have the choice to change their mind. They're not locked into something forever. I always thought that I have a math ed degree. I am locked into teaching math for the rest of my life and that's just not true and I love that we have. I can show them, I can prove to them that there are other options for them.

**Janice Hostager** : 5:01

Yeah, I love that. I think there's so many of us that started our businesses just to get that flexibility Right?

5:10

It's so freeing, you know and especially, I think I can remember, like the first few weeks that after quitting my job and becoming an entrepreneur, it's like it's the middle of the day and I can just run, you know, to a kid's school or to the grocery store or whatever. You know, just having that flexibility is so empowering and yeah, and I think

we as mamas sometimes I mean we'll move heaven and earth to do the right thing for our kids. So I love that story. So you never really had any visions of entrepreneurship because you didn't expect that you'd be doing that.

**Kelsey Romine : 5:49**

yeah, I didn't expect to be here ever, and now. I'm here and I'm just, I'm just embracing the ups and downs that come with it. You know, everybody has challenges that they're facing successful moments where they're just like really re-energized, and I'm just, I'm just riding the roller coaster with everybody.

**Janice Hostager : 6:08**

Oh, that's so cool. So, uh, I also love that. You, um, felt like web design was the perfect marriage of, like right brain, left brain, you know that creativity I don't think they even teach that anymore, do they? Right brain, left brain, anyway, um, but, like the, the analytical meets creativity, because, um, it really is that. I mean, you really have to almost put different hats on when you're designing a website. Um, so do you feel like you have a preference over one? I mean, do you do you? So what? What do you design in? I'm on WordPress, okay, yeah, so you can get back there behind the code or behind the scenes and do the coding and all of that too. Is that something you do, or do you? Are you using another tool, like Elementor or something like?

**Kelsey Romine : 7:00**

that I do build with Elementor personally, because one it's a little bit faster, not a little bit faster, it's a lot faster. But I'm also very passionate about my clients being able to take back over their website and having the ability, the ease of navigating their backend, being able to update things, because it's their presence online. It's not mine, I help them get it but it's their presence online. I want them to be in charge of it. I want them to feel empowered and confident in their backend of their website. And if it was just code, I'm not sure everyone feels that confident with that. They're going to feel like they're going to break it, whereas if I show them, oh, here's how you can switch out this image with like a couple of clicks, then that feels a little bit more comfortable.

**Kelsey Romine : 7:47**

I know some code I don't know at all. I obviously did not stay in schooling for that, but I have taken a course that's helped me learn some things and some of it you just kind of like play around with until you figure it out. So I do so. I almost every website has a little bit of coding for it, because there's certain things I want to change that don't always let me, but I just play around with it until I figured it out.

**Kelsey Romine : 8:10**

Yeah, and sometimes that's the best way to do it. Anyway, you know just kind of like you have a vision of what you want it to look like. And.

**Janice Hostager: 8:20**

I just ask because my son is a software engineer major and he has been working on a website for a business he's starting, but he absolutely hates the WordPress platform because it's too simplified. You know, like he is back in there rolling up his sleeves and getting into the coding part of it. So I was just kind of curious, because that's the beauty of WordPress and that's why I love it. Not only for that, but it's open source, it's so widely used, I mean.

8:50

Google likes it. There's just a lot of good reasons for going with a WordPress site and if you know people who don't, it's okay. You know it's not the end of the world, but they do definitely if you're going to. If anyone asks me should I have WordPress or should I go with Squarespace or one of the other platforms, I'll always suggest WordPress for lots of different reasons.

**Kelsey Romine: 9:13**

Yeah, my big reasons are SEO functionality, like full customization. Like even if something doesn't, even if Elementor doesn't let me do something, I can apply code to it to make it do something. You know, or there's so many resources out there because it's been around. You know that if you want to accomplish something, you can pretty much Google it or put it on YouTube and find what you're looking for. Not always, but typical things, so I love that it's been around. It has a lot of resources. You're looking for. Not always, but typical things, so I love that it's been around. It has a lot of resources, so it feels more achievable to do certain things.

**Janice Hostager: 9:52**

Totally yeah. And with the themes, you don't have to reinvent the wheel. If you want a new theme, if you want to look to your website, you just basically upload a new theme and there may be definitely some modifications, but it's not like, oh, I gotta redo the entire website, you know. And then of course, we all get sick of our websites faster than our customers do, and always something I've noticed is that like, oh just, I'm so tired of this website, but you know it's. Most people have seen it, you know once or twice and that's it.

**Kelsey Romine: 10:23**

Yeah, if it serves the purpose, then it's probably fine. That's right.

**Kelsey Romine : 10:27**

Yeah, so are there some mistakes that you see that small business owners make when they're designing their sites that frequently make, for example, yeah, one of my biggest annoyance factors of anybody's website is when it doesn't work on mobile view.

10:43

As a mom, specifically of young kids, I'm not always sitting at a computer, even though I design on a computer. So I'm on there a lot, but the way I access information is almost always from my phone. If it doesn't work when I click to it, like if I can't find, if, like, the menu doesn't work sometimes the menu doesn't work, why isn't the menu working? Or if they have like a call to action button and it doesn't, literally like I literally can't click it those are, like, my biggest pet peeves. I don't understand. Those are the things we need to test. So in general, I would say anybody should actually test their website both on desktop and mobile, because even if you use the responsive view of your builder or whatever you're working with every now and then, things are not the same on there versus on the actual devices. So definitely double check it, Click around, send it to a friend, a family member to click around on. Make sure that everything actually functions.

**Janice Hostager:** 11:47

Yes, that's one of my biggest pet peeves, for sure I just did a, an episode on seo a couple weeks ago and that was one of the things that you know, Google will say that too. Design for mobile first, because most people you're gonna. If you look at your google analytics, you will see that most people are viewing your site more often on mobile than they are in the desktop, and that's different for some businesses and so on. But Google looks at whether or not you're designing for mobile first.

12:17

So I don't know about anyone else, but I like to keep Google happy, because when Google's happy, they're sending traffic to my site, right. We definitely don't want to make them angry. No, we absolutely don't, um, but yeah. So I think that's a really, really important thing. And also I you mentioned testing it on mobile and desktop and probably tablet too, but also test tested on different browsers, um, because things can render very differently on um, like Safari versus Google Chrome, um, and I don't think anybody uses Internet Explorer anymore, but that was the one that was like super bizarre, like I would, yeah, something people aren't using it. I don't know, know, maybe I think that's maybe gone away, I don't even know, but I don't know anyone that uses it. But yeah, so definitely check it out. It's certainly better to check it while you're designing it and finding out.

13:16

You know, having making it easy to fix versus finding out down the line when a customer finds an error for example Right right, a customer finds an error for example Right Right

**Kelsey Romine** :and even in that same thought process, sometimes iPhones or Apple phones versus Android phones can act differently too. So even if you have somebody that has the opposite type of mobile device that you have also test that that's a good one.

13:41

I guess I didn't even realize that I mean think about their different browsers, right? Yeah, like some Safari and ones you know, chrome or whatever is used on those other ones, but sometimes they act differently too,

**Janice Hostager:** yeah, so, in the spirit of user friendliness, what are some other things that small businesses can do to make sure that their sites are user friendly and easy to navigate?

**Kelsey Romine:** 14:04

So making sure that your call to action is very easy to find and actually clicks and actually clicks somewhere you know if it's to book a call with. You say, for instance, if it's a button, make sure that, like sometimes we drag and drop that button module for a website and then you forget to actually put like the URL on it. So to make sure that like it actually functioning is very helpful and it's obvious, right? It's helpful to people to know what you want them to do, right? So making sure that that's easy to find, have it very close to the top of your website so that it is quick and simple and they know what you want them to do. I would also not make the menu super confusing, right? We don't need 17 pages listed in the menu. If you need that, then you need some submenu, you need some drop-down options. But keep it easy and clean and clear where you want them to kind of travel through your website. You can also give them the opportunity throughout your homepage, throughout your about page, to go different places. If you want to lead them to your about page from your business, have a button there that says learn more, so that they can easily click to the about page to learn more about you, your business, rather than having to scroll up to the top, to the menu. Another option is you could have that menu scroll with the page, but I love to give them that opportunity of like oh, this is what I'm interested in learning about. Can I click to see more from there? And the same goes for services. If you're teasing, you know the services that you provide or program or whatever you're offering on your homepage. Keep that simple. We don't need tons of content on the homepage. Then have them click to the services page or your program or whatever you want them to do. If it's a shop, something like that, have that be a button on the homepage that leads them there.

16:25

It's all about leading them through the website in a way that is easy for them and making it clear where you want them to go, type of thing, and making it clear where you want them to go, type of thing.

16:39

But there's also ways you can, like lay out the content that just makes it easier for somebody to read, to skim, like keeping headlines clear, making sure that they can just read the headlines on your website and know exactly who you serve, what you do, where to go from here, because no one's going to read every ounce of text on a website. They're just not. They're going to find what they need and move on. So make sure you highlight the important aspects and don't just be like funny and clever, right, we need it to be clear, we need to, we need, we need them to know what to do, who you are, who you serve. So, even right at the top of the website, on that hero section, at the very top, I would make sure that you're addressing who you serve and how you help them, and then a call to action button for sure.

**Janice Hostager** : 17:29

Love that. Yeah, as a marketing strategist who I mean all I really do with clients is I walk them through how to get from awareness to purchase, to rebuy, to referral and all of that. So I love that you are creating that path on the website, because anybody you never know what stage of the journey people are on when they come to your site. So they may have been someone that's used you before and they were just looking for another product or service that you offer, or it may be that they've never been there before and they have no idea who you are. So I love that you are connecting the dots like that for them.

**Kelsey Romine** : 18:10

Yeah, yeah, it's just keeping it easy for people to consume, and even some people want to give me, you know, like 30 paragraphs and I'm like we don't, we don't need this much. Let's spread this out. How can we spread the love? Where can we place this information that feels more appropriate? Because we don't need 30 paragraphs on the homepage. You know, we need a little bit about what you offer. We need a little bit about you. We need, you know, maybe a review or a testimonial or something like that. But also, if you have that much content, how can you break it up? Can you split it into sections? Can you switch something to a headline or a sub headline? Can you make it a list with bullet points or icons or something like that? It's all about laying it out in a way that is very easy on the eyes to read through.

**Janice Hostager** : 19:03

Love that. Do you recommend that people have different content or eliminate some of their content for their mobile site and just kind of keep it what they need on the run, or do you feel like everything should go on mobile as well?

**Kelsey Romine : 19:19**

I try to keep the mobile as much as the same as desktop as possible. Now that sometimes means like an image needs to kind of like change based on what it looks like or how it flows.

Janice Hostager: 19:32

Um, but for content wise I keep it the same okay okay, I'm just curious about that because I know when I used to have a design agency, so I used to do a lot of websites and I think as signals have gotten stronger, it's become easier to use a mobile site.

**Kelsey Romine: 19:52**

Yeah.

19:53

And I think there's still definitely truth to that, like you don't want a huge image on your mobile site and you can change it for your mobiles because they're not going to probably be able to download it if they have a weak signal somewhere. You know. So I'm just curious as to what you recommend on that, because I think, like I said, things have changed. Now most places have Wi-Fi and there's 5G a lot of places.

**Kelsey Romine : 20:16**

Yeah, yeah, yeah, but I still see it as there's so many people coming to your website from mobile. If it was important enough to be on the website, it's important enough to stay on the website is how I see it.

**Janice Hostager: 20:28** Um, if it's not important enough for mobile view, then maybe it doesn't need to be on the desktop version too oh, I like that, yeah, yeah, and I love what you said about content too, because people do not read the words on your website. They skim through them and short sentences, fourth grade reading level.

**Kelsey Romine : 20:47**

Short paragraphs. Yes, we're not writing essays. We don't need like five sentences per paragraph. You know like, maybe keep it like three or less. Yeah, it's just the simpler you can be.

**Janice Hostager : 20:58**



is almost better, totally, yeah, and it can be challenging. I mean, if you have a lot to say or a lot to communicate, um, you know it can be challenging to uh have um to be able to edit your own copy, your own uh text to make it skimmable. And that's where I think a second party is helpful too. You know, just have a look through it and say what do you think you I could? How could I eliminate some of these words?

**Kelsey Romine: 21:28**

yeah, because we have sometimes have so much we want to say, but that's also okay to have in a conversation on that call or where you know that first meeting you can talk about some of those things in in more ways. Or you can have a blog where, if you're really wordy and want to write a lot about information that you want to share and or put that in an email, put it on social like there's more than one place to put the information about you, about your business, about your services. Yeah, what can you say?

**Janice Hostager: 22:02**

that is short and purposeful for the website, or PDF so they can print it off. Yeah, yeah. So besides choosing colors and fonts and photos and all the branding elements that we think about, like when you're designing a new website, what should people be thinking about besides that? I mean, what is it that they should be focused on? Because I don't know about everybody, obviously, but I know when I'm designing my site, I start with how the site's going to look, right in the feel. Um, so how do you recommend that small business owners approach a website design or redesign?

**Kelsey Romine: 22:44**

yeah. So I always kind of say it depends on your market, right. So you have to definitely know who you're targeting, because that that plays into everything right, that plays into your colors and your branding and all of that too right. But that also gives your website a look and feel. There's a difference between a very corporate feeling website and a personal solopreneur offering a service website. Those are very different websites. So it really depends on who you're marketing towards, what type of business you have and how that can all play together.

23:21

And does your fonts match that and do your images match that, and who are you trying to market towards? I have it all kind of broken down into sections for that exact reason, because there's so much to think about when it comes to a website and your business and how you want to put it on not on paper, because it's online, but you know what I mean. The same concept, but it really depends on who you're marketing towards. So that's like the first thing I always ask. I'm like who are our clients? Who are we trying to

target? Who do we want to work with? Because we need our website to speak that direction also.

**Janice Hostager : 24:08**

Yeah, that's good. Yeah, there are so many layers to a website, if you think about it. There's the user experience, you know, if you think about it. There's the user experience, there's the branding part of it, which I love that. What you said is that you really need to know who your ideal customer is, and even in your brand itself, you need to know what you're about and what your vision and your mission are and how those are reflected in your branding elements, because the colors and such are just the tip of the iceberg, yeah, but there's also the marketing aspect. There's, you know, the metadata there's. I mean, there's so many things to think about when you're putting a site together. So, yeah, I think I love that you have a workbook for it, because you kind of need that.

**Kelsey Romine : 24:57**

Yeah, yeah, and I kind of just created it because I was needing all this information from people that I was like, well, I might as well just put it out there for anybody who wants to use it themselves too.

**Janice Hostager : 25:09**

So yeah, okay, oh, you have it available as a download.

**Kelsey Romine : 25:13**

Yeah, it's a digital product, but yeah, it's available. Yeah.

**Janice Hostager : 25:17**

Nice, uh, yeah, it's a digital product, um, but yeah, it's available. Yeah, nice, great, um. So how can so? I just did this episode about seo, but how can you use website design to improve your seo?

**Kelsey Romine : 25:29**

well, there's so much that plays into seo, um, but some of the design pieces specifically are making sure that you have the heading tags laid correctly and you can have alt text for your images. You can use plugins to really help Google find your pages and what to display for your pages. Goodness, image sizes matter. You know you can't have these gigantic. I love branding photos. They're beautiful, but we also need to like shrink down the sizes of them sometimes because they're so clear. That's amazing. We love that. But if I put it on the website as is, sometimes it gives me an error because it's like this is way too big. But it can also affect your site speed, it can affect your SEO. So things like that I look for in terms of design. But I also want to make sure that it flows in a way that

when, once people use the SEO components, that it gets people to your website, that your website is then functioning and moving in a way that people can navigate and stay on the site, if that makes sense.

**Janice Hostager : 26:48**

Yeah, totally.

**Kelsey Romine 26:49**

Yeah, great. There's so many ways people can get to your site, right. They can get to your site from, you know, from search, just Google searches. They can get there from an email if they're on your email list. You know from search, just Google searches. They can get there from an email, if they're on your email list. From social media, from Pinterest, from LinkedIn. There's so many different options that people come to your website from.

**Janice Hostager : 27:09**

It's making sure that we capture them once they're on their website.

**Kelsey Romine : 27:12**

Yes, yeah definitely.

**Janice Hostager : 27:14**

Do you have any favorite tools that you recommend or resources that you recommend to your small business owners, your clients?

**Kelsey Romine : 27:23**

I tell everyone I have a call with that if they're going with WordPress, their host matters. Not all hosts are created the same. I have found frustrations with many of them that I'm like, even if you do not choose to work with me, please choose a host that is helpful, that has good customer service. You know, it just matters. It matters. I always recommend SiteGround. I think they're incredibly helpful. They have great customer service. I don't think they're necessarily crazy expensive in comparison to the frustrations of some of the other ones, and I've never necessarily had an issue with site speed, even if a client was on a different platform or a different host before and we moved it and it's almost the exact same site. It functions and runs better on SiteGround. So they're my favorite hosts. So if you learn nothing from this, siteground is a good host.

28:27

Um, I love Elementor as a page builder. I think it's very user-friendly. You can find templates that use um Element. I personally build from scratch. I build out each section of a website from a blank page. Mainly that's because I'm picky and I like things to be

done the way I want them to be. But there are so many resources with that too, and it's a very friendly drag and drop builder that I think anybody coming from other platforms might recognize and I find it easy to work with too. I also and I think this one is not well advertised, maybe is the right word I love the plugin.

29:11

Pretty Links, like even my Zoom link. It's like okay, think about what your Zoom room link looks like, or even what's the other one I use all the time Like a scheduling link. A lot of those links look terrible and nobody remembers them right. They are this like big, long URL that nobody understands or could possibly remember or could possibly remember Pretty links.

29:39

You can type that in and then use your domain slash whatever. So Kelsey Romine slash book a call or something like that takes them to my scheduling link. So I can just easily drop that link somewhere as Kelsey Rominecom slash book a call and it directs them to where I want to. So I feel like that's a not as well known I guess. I don't know. I feel like people never know it's there, but I use that for my Zoom room. So whenever I need somebody to hop on a call with me really fast, I just drop my link of KelseyRominecom slash Zoom and they can just click that, whereas instead of you have to like go find that. You know that crazy URL, that kind of annoying to find.

**Janice Hostager** : 30:21

Oh, I have to look into that. That sounds much easier.

**Kelsey Romine** : 30:23

It's very handy. It's very handy. It's great for affiliate links. You know, if you have like affiliate link for something, then you can just, you know, put your domain, slash whatever you want to call it. It's pretty handy. I find it very quick for me to drop links wherever I want to.

**Janice Hostager** : 30:41

Very cool. Well, I have one final question that, more out of curiosity and for those of us who are listening that have kids at home, when do you find you have three kids, three kids Five, three and one. When in the world do you find time to work? Do you work in the evenings?

**Kelsey Romine** : 31:03

You know it's pockets of time. It's not, I think, anybody who knows what a five, three-year-old and a one-year-old life looks like. It's not eight hours a day. I'm not

working a nine to five. Five, you know, Monday through Friday. It's the little pockets that I can find here and there.

31:24

Two of them go to preschool twice a week so I work, you know, a couple hours they're gone for that. Yeah, two of them still nap. So sometimes, when they they're napping although their naps aren't always aligned yet, but we're getting close to them being at the same time, um, it's whenever I have that spare hand, even if a baby is on my lap, then I have the other hand to use, you know, the mouse, and can at least, even if I'm not designing with her on my lap, then I can at least answer emails or draft proposals or create social content or something like that. I work very rarely in an evening, mainly because that is the only quiet moments in the day, so I try to take those for me.

32:13

It doesn't always work every now and then I would say maybe once a week I work an evening, but that's not too bad, considering I'd be gone, you know, eight plus hours a day teaching, otherwise, yeah, and I really try to not be online on weekends the best I can. So it's right, everyone's business looks different in how they run it and the hours they work. Business looks different and how they run it and the hours they work, and that's what's so nice about being online is everybody can kind of do their own thing as they need to, and that's what emails are for, and I use Voxer for some clients and you just get back to people when you can, and I think everybody's really understanding of the life that we live.

**Janice Hostager : 32:55**

Yeah, and I think that's gotten so much better. I mean, when I first started working from home, this was 20 years ago, so this is like ages ago. But I remember once my daughter had like a huge temper tantrum and I was just about to get on a phone call with a new client and you could just hear her in the background like now, just like just freaking out, and the guy's like do you need to go?

33:23

And I'm like oh, no, no, no, we're good and you know it does help to have a room, an office with a door. I found that was true no matter what when you're working from home, because you can always shut that door and kind of mentally escape from it. Otherwise you're always at work, right. So I'm just curious how people do it. So I like to ask that question every once in a while.

**Janice Hostager : 33:53**

Everybody manages their business when you have young kids, because it's just a lot to juggle. So I love that you're making it work and I love that you're not having to work

evenings and weekends, which is, I think, what I ended up doing a lot, which is hard too, because you need that time.

**Kelsey Romine : 34:19**

Yeah, it's hard mentally, and you have to set goals for yourself in a way that work for you, and I just know what's achievable for me with the time that I have now. But I'm also not willing to just give up on the one thing that I created for myself. Not that I didn't create kids for us, but this business is mine and I want to grow it for me. And while it's, you know, it is smaller than I would like it to be, because I do have kids and I would love to. I would love to actually be working more, but I have them home with me almost all the time. So it's for now, it's pockets of time, but someday they won't be in the house 24/7 and they'll be at school and I want my business to be ready for me to grow then, if that makes sense.

**Janice Hostager : 34:59**

Absolutely yeah, and

**Kelsey Romine: 35:03**

it works for now it's a balance.

It's, you know, find those pockets of time, but someday it will be more, while they're at school, and I'll be ready for it.

**Janice Hostager : 35:10**

So yeah, yeah.

**Kelsey Romine: 35:12**

So I mean, and those days will come quickly, I know it, I know my oldest starts kindergarten in the fall and I'm like I'm only a few years away from my youngest starting kindergarten. It's mind blowing how fast you think about like four years can go, you know like when the youngest will be in kindergarten. I'm like I only have four years of juggling them. It seems like a lot, but it's really not, you know, yeah.

**Janice Hostager : 35:34**

Yeah Well, Kelsey, it's been great talking to you today and I love all the tips and pointers that you've given us for website design and where can people learn more about you and your business.

**Kelsey Romine: 35:49**

Everything is on my website, [kelseyromine.com](http://kelseyromine.com), or. I am most active on Instagram and my handle there is [@kelseymromine](https://www.instagram.com/kelseymromine).

**Janice Hostager** : 36:00

That's great. Thank you so much, Kelsey.

**Kelsey Romine**: 36:03

Yeah, thank you.

**Janice Hostager** : 36:05

So did that make you want to jump in and make some changes on your website? You can learn more about Kelsey and all the things we talked about today by going to [myweeklymarketing.com/56](http://myweeklymarketing.com/56). Thanks so much for joining me today. As always, I appreciate you. See you next time. Bye for now.