
FIELD GUIDE 02

A Gentle Website Refresh

Thoughtful reflections to help your homepage feel more welcoming, more current, and more like you.

By Katie Joly

Welcome

Websites have a funny way of getting left behind.

What once felt like a perfect reflection of your practice can slowly become something you've outgrown. Perhaps you've refined your services, gained new experience, or simply found your voice over time.

If that's where you are, you're in good company.

Refreshing your homepage doesn't have to mean starting over.

Often, a few thoughtful updates are enough to help it feel more welcoming, more current, and more reflective of the care you provide every day.

This guide isn't about creating the perfect website.

It's simply an invitation to pause, look with fresh eyes, and notice small opportunities to better reflect the practice you've built.

How to Use This Guide

There are no assignments to complete and no perfect answers to find.

Instead, move through these pages slowly.

Read each reflection, spend a moment considering your own website, and notice what stands out.

You may decide to make one small change today—or simply tuck an idea away for later.

Both are worthwhile.

Begin With Your Welcome

Imagine someone discovering your website for the very first time.

As they read your opening paragraph, ask yourself:

Does it sound like the way you naturally speak with clients?

Does it feel warm, clear, and welcoming?

Or does it sound like it was written years ago by a version of you that has continued to grow?

Sometimes the smallest changes create the strongest first impression.

Read Through Fresh Eyes

Visit your homepage as though you've never seen it before.

Notice what immediately feels inviting.

Notice where your eye naturally travels.

Is it easy to understand who you serve?

Can someone quickly recognize what kind of support you offer?

Without changing a single word, simply observe.

Awareness is often the first step toward clarity.

Celebrate What Already Works

Before looking for things to improve, take a moment to appreciate what's already working well.

Perhaps it's a photograph that feels genuine.

A testimonial that reflects your care.

A sentence that still feels exactly right.

Every website has strengths worth keeping.

A thoughtful refresh isn't about replacing everything—it's about building on a solid foundation.

Think About the Feeling

Long after someone leaves your website, they'll remember how it made them feel.

Did it feel calm?

Welcoming?

Reassuring?

Thoughtful?

Professional?

As you read through your homepage, pay attention to the overall experience—not just the individual words.

Sometimes refining a website is less about adding more and more about creating a feeling people remember.

One Small Update

If you were to change just one thing today, what would it be?

Perhaps updating your introduction.

Replacing an older photograph.

Adding a frequently asked question.

Refreshing a testimonial.

Clarifying your services.

Small improvements have a way of building momentum.

You don't have to do everything at once.

Closing Thoughts

Your website doesn't have to be perfect.

It simply needs to reflect who you are today.

Like any meaningful work, it will continue to grow alongside your practice.

Allow it to evolve with you.

One thoughtful update at a time.

KATIE JOLY

About Katie

Katie Joly is a copywriter and marketing strategist dedicated to helping birth and women's health professionals communicate their work with clarity, warmth, and confidence.

She believes thoughtful marketing begins with helping people feel welcomed long before they ever schedule an appointment.

Through copywriting, strategic messaging, and educational resources, Katie helps purpose-driven practices create online experiences that feel genuine, approachable, and deeply aligned with the care they provide.

Learn more at

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*Created with care for the professionals who care
for others.*

Thank you for spending a few quiet moments reflecting on your
website.

I hope these pages remind you that meaningful communication
doesn't always begin with rewriting everything.

Sometimes it begins by noticing what already makes your work
special—and allowing that to shine a little more clearly.