Quick! Check these potential problems right now

There are a few things that people tend to overlook or to simply not check.

Check the contact information CAREFULLY on your website/marketing materials

You want to make sure it is accurate. Perhaps have someone read it off to you. For example, in my newsletter I found the address had the wrong ZIP code. A graphic designer I know had one digit wrong in her phone number.

And check whether it can be found easily

I just spent a ridiculous amount of time trying to find where an art class was being offered—you know—the actual physical place where it was meeting. The website made you go to the About page where you had to scroll to the “where to find us” page. Why make it so complicated?

By PNASH, Flickr

Check to see if GPS/Google Maps/Mapquest can find your address

If you are any type of location that people drive to (store, restaurant, hotel, attraction), have you checked that the address you give out works on GPS/Google Maps/Mapquest? Sometimes street names have changed or are new and do not show

up.

Check how your email and enewsletters show up to recipients

Before you send out anything to the world, send yourself a sample. You want to make sure your name is spelled correctly, and how it shows up in the recipient's inbox. For example, someone I know was sending email that was coming from Email box 2 instead of her name. And just today I received an enewsletter titled "Sample Newsletter" from a well known institution. These can result in people not knowing who you are and ultimately, not opening your email/enewsletter.

Go check these things right now. Fix them if they don't check out. You will be glad you did.