



WHAT IT TAKES TO HAVE WEBSITE SUCCESS



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The first time I had a website designed was in 1999; the second was in 2006. From 2010 to 2014 I knew I needed to revamp my current website again. To me, my site was disorganized, not reflective of my work and just all wrong. Interestingly, most folks I asked to look at my current (now former) site told me how much

they loved it, but I did not think it correctly represented me or what I love insofar as our profession.

My first step in recreating my website was asking friends whom they used for design and development. I also researched many other RDN sites and found those I loved and wanted to model. After interviewing five designers, I knew I had found the right person as she was highly recommended by a dear friend and her process was to help me with my entire business – not just my website. When I sought to undergo the redesign process I was also interested in syncing up all my social media. My updated, newly designed website would be intuitive, reflective, integrated with social media, and easy for me to update on my own.

I knew putting a website together would take time, having gone through the process twice before. I had set aside a year to finish all the pieces. In retrospect it took about 10 months and I was on time with all my deadlines. After hiring a designer/organizer/manager (the amazing Belinda Wasser of RocketGirl Solutions), I started planning. I needed photos – not just of me but some still shots of food and cooking I could use in other areas of social media. If I was going forward to pay for photography, I wanted to use all the possibilities. For photography I hired the niece of yet another dear friend.

After the photos were complete, we went ahead with formatting and design based on examples I had given my “team” (consisting of Belinda, website designer Mark and website builder Barry). They went back to my former website and listened to me talk about how I work – what makes me tick, what I’m good at, my process with clients and the types of clients with which I’m interested in working. The folks you hire to design your site need to understand you, your potential clients and business.

I wanted the content of my new site to be specific, uplifting, caring and personal. Using text from my former website and previous newsletters, the new text was created – and it took many revisions and not losing sight of my own vision for my new website. My designer and her team were careful to keep me in line with a lot of strategic input. My website is now my new “home base” for my business and a key factor in its further success. All my social media profiles are linked and updated and I have an updated monthly e-newsletter to match. At this point in my career, I truly feel like the media presence I have is consistent with how I practice and manage clients to succeed.

After a soft launch to friends and trusted colleagues for finishing touches, the final launch to my new, improved website occurred just before FNCE® 2014. I could not have been more proud! I have been practicing for 20 years as an RDN as of 2014 so timing was quite significant to me. The high school student who could not decide between nutrition and nursing, but decided to put these together into one career, feels like she has succeeded!

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