Tanya Smith CEO

AUTHORITY WEEKLY

Stay Reachable

YOUR PRACTICAL WORKBOOK

Check the path from your profile to your inbox.

One route. Four steps. One useful improvement.

Tanya Smith | Digital Authority Strategist

Clarity. Connection. Creativity.

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A small check you can finish

Test one route from a social profile to a sign-up form and the email or resource that follows. Record what happens, fix one problem, and test again.

What you will leave with

A record of your test, one correction or confirmed working route, and a date to check it again.

Before you begin

Allow about 15 minutes for the check, plus any email delay you have set. Have your profile, sign-up page, promised resource, and an email address you control ready.

How to use this workbook

Click a box and type. Press Tab to move between fields. Save your PDF as you work. If your preview does not save typed answers, open it in a PDF reader that supports forms. You can also print and write by hand.

Keep notes short. The optional AI prompt on page 7 helps review wording after you test. You can complete every step without AI.

Your name

The resource or offer I will test

Follow these four steps

1. Choose one entry point: page 3.
2. Test the sign-up promise: page 4.
3. Check what arrives: page 5.
4. Fix and retest: page 6.

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Step 1: Choose one entry point

Why: Starting where a reader starts can reveal a wrong link or an extra step you no longer notice.

Watch the example

A fictional consultant shares a checklist on LinkedIn. Her profile link opens her home page, so visitors have to search for the checklist. Her intended route is profile > checklist sign-up page > checklist email.

Now use your own work

Open one social profile on your phone. Follow its link as a visitor. A private browser window can help you see the page without your signed-in account.

Profile and starting link

The route I expect: profile > sign-up page > email or resource

The page that actually opened, and anything I noticed

☐ The link opens the intended page on my phone.

You are done when...

You know where the reader starts, where the link goes, and what should happen next.

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Step 2: Try the sign-up form

Why: The page, form, and confirmation should describe the same current resource.

Watch the example

The consultant changes her profile link to the checklist page. She reads its promise, signs up with a test address, and notes the confirmation message and submission time.

Now use your own work

Read the page before submitting. Note what it promises and when it should arrive. Use an address you control. An address already subscribed may not trigger the same messages as a new subscriber.

What the page promises, including timing

Date and time submitted (keep your test email address private)

What happened on screen after I submitted

Any outdated wording, missing details, or mismatch

You are done when...

The form accepts your test and its confirmation matches the page, or you have recorded the issue.

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Step 3: Check what arrives

Why: A successful form submission is only part of the check. The promised resource should arrive and open.

Watch the example

The consultant receives a confirmation request. She confirms, waits for her configured email delay, and opens the checklist. Her welcome email invites replies, so she sends a test reply and checks her inbox.

Now use your own work

Complete any required confirmation. Allow the delay configured in your email system. Check spam and promotions if needed. Open the resource link and test replies if you invite them.

What arrived, when, and where (inbox, promotions, or spam)

Did the resource open? Was it the one promised?

Was the sender recognizable? If tested, where did my reply arrive?

Result: received, delayed, or missing. Note any issue.

No message? Check subscriber status, confirmation requirements, and configured delays. Ask your email provider for help if needed. Avoid guessing at domain-setting changes.

You are done when...

You have recorded what arrived and what worked. One test does not guarantee inbox placement for everyone.

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Step 4: Fix and retest

Retest your correction to check that it worked.

Example

The consultant fixes her profile link, opens it again on her phone, and checks that the promised checklist arrives.

My correction, or the working route I confirmed

Retest date and result

Still open: next action, owner, and due date

When I will check again

Your final check

- [ ] The profile link opens the right page.
- [ ] The page promises a current resource.
- [ ] The promised email and resource arrived.
- [ ] The sender is clear; replies reach me if invited.
- [ ] I retested my fix and recorded open items.

Check only what you verified. Give each open issue an owner and date.

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Review your wording with AI

AI can compare your copy. Test links and email delivery yourself.

Try this prompt

Copy the prompt into your AI chat. Replace the brackets with your copy.
Remove private details before sending.

Compare my sign-up page and welcome email. Flag differences in the promised resource, timing, sender, or next step. Suggest up to three small edits. Use only my text; do not invent details or claim that delivery works.
Sign-up page: [paste public copy]
Welcome email: [paste redacted copy]

One wording change I will use

Check the suggestion for accuracy, then retest anything you change.

About Tanya

Tanya Smith is a visibility strategist who helps experienced women experts turn their expertise into recognized thought leadership, so they stay visible and trusted in the age of AI. She is the founder of the Digital Authority Studio, and she specializes in video content. Her work helps women turn what they know into a steady flow of useful content, with AI supporting the process so content creation takes less time.

Your next step

Take a broader look at your online presence with my free audit.

Take the Free Digital Authority Audit

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