

Suddenly Seventy

ARE YOU AGE-READY?

VOLUME 1: WEBSITE, MARKETING & FIRST IMPRESSIONS CHECKLIST

HOW INCLUSIVE, EFFECTIVE, AND APPEALING ARE YOU TO THE 50+ MARKET?

Is your business truly ready to serve the 50+ market, or are you accidentally turning them away? This checklist is your quick-start audit for identifying common blind spots in your website, customer service, and first impressions. Whether you run a shop, a service, or a digital brand, this guide will help you spot (and fix) the little things that make a big difference to older adults, who also happen to control 70% of the nation's disposable income.

Website and Digital Presence

- Can users read your content without squinting or zooming in?
- Is your site well-organized, with clear navigation and minimal clutter or confusing dropdown menus?
- Does each page guide users clearly to what they should do next?
- Does everything load correctly and resize on smaller screens?
- Are you using plain English instead of Gen Z buzzwords or obscure memes?
- Would someone with arthritis or low vision struggle to complete your form?

In-Person Experience

- Can older guests sit comfortably while waiting or browsing?
- Do you have a real person to guide or assist walk-ins?
- Can someone locate the bathroom quickly without having to ask?
- Do staff slow down, listen carefully, and treat older customers with dignity?
- Can visitors navigate and read without straining their eyes?

Phone and Customer Service

- Is there a real person they can speak to without yelling "representative" 6 times?
- Do you follow up on messages within 24 hours (or less)?
- Is your team trained to explain things plainly and kindly?
- Would your hold music annoy someone wearing hearing aids or headphones?

Marketing and Advertising

- Do your visuals portray active, smart, and stylish older adults, rather than just frailty or clichés?
- Are you laughing with, not at, your older audience?
Do you clearly explain how your product or service improves life?
- Is your print large enough, with good spacing and no busy backgrounds?
- Are you spelling out the next step in a way that's direct and helpful?

- Nailed It – You're ahead of the curve and winning loyalty without even trying.
- Getting There – You're on the right track, but a few small tweaks could make a big difference.
- Missed the Mark – Time to rework this area before you lose customers who'd love to stay.

NOTES

Next Step: Let us help you fine-tune your approach. Reach out to book a free consultation at info@suddenlyseventy.com. Come on over to our website www.suddenlyseventy.com and sign up for our monthly newsletter.

Because older customers aren't stuck in the past—they're just tired of being ignored.