



I am not a web site designer. I don't even play one on TV. But I wanted to make my new site, anyway. When I found myself in over my head, I hired a professional to do a critique and give me some tips on search engine optimization. One of the first things my new best friend Susan, of [S & J Enterprises](#), commented on, was a page I had labeled **Stuff**.

"What is that?" she asked.

"That's a place for tips, trends, ideas," I said, "Different topics, stuff that will go in a blog, when I find time to make one. This internet thing is really cool," I said, "but it *is* time consuming. I'd rather be out rearranging people's furniture."

"Well," she answered, "you have to get rid of your Stuff. It doesn't flow with the professional image of your site and more importantly, it doesn't tell your visitors or search engines anything about what's on the page."

That Susan knows her stuff.

She was telling me to get rid of my Stuff, as I often tell my clients to get rid of theirs. One of the most important things many of my clients can - and must - do, to improve the quality of their space, is get rid of some stuff.

I know from firsthand experience it can be hard to part with stuff. But it must be done. So ask yourself the tough questions: "What is this stuff? Do I *love* this stuff? Do I *use* this stuff? Do I *need* this stuff?"

Some clients keep collectibles because they were important to someone else - their Mom or Grandma or Great Aunt Bessie. It's great if Aunt Bessie collected all of the spoons the Franklin Mint had to offer, but if those spoons are not something YOU want to collect, they shouldn't be taking up valuable real estate in your space. You should be surrounded by the things that are beautiful and special to you. And I'm pretty sure that Mom and Grandma and Aunt Bessie would agree, because they all want you to be happy. So get on ebay or Craig's list and find homes for the stuff that doesn't make you happy.

Some clients are great about only collecting stuff that's important to them; they just do an awful lot of collecting. That's okay, if you just remember that stuff about 'less is more'. Catalogue your stuff with digital pictures and relevant information about size and where you've stored it. Pack and store it appropriately and then cycle it through your space periodically, so you can refresh your space and enjoy all your stuff.

How about all that stuff you're saving for someday, like old magazines and months' worth of the Boston Globe Sunday Magazine? While The Globe has had its share of troubles of late, I'm pretty sure they're not going to stop the presses so you catch up on your reading. It's old news, anyway. Responsibly recycle those magazines and newspapers and start reading and recycling on a daily basis. If it's hard to find the time to read the paper, remember this is the Age of the Internet - bypass the paper trail altogether and read online editions.

Getting rid of stuff you don't need can be a very liberating experience. I know, because by getting rid of my **Stuff** I got some [Ideas](#).

What's up with your stuff?
