

WEBSITE CHECKLIST

	Yes	No
Do you have a website?		
Is the information on your website up to date?		
Does your site display properly on mobile phones and tablets?		
Does your website have clear Calls to Action (CTAs)?		
Do you have a Contact page?		
Do you know how many people visit your site?		
Does your site look as good as your competitors'?		
Does your site collect visitors' email addresses?		
Is your website found by search engines?		
Have you considered adding a blog to your site?		

WEBSITE TIPS

- Provide what your visitors are seeking:
 1. Information about your business
 2. Proof of quality, assurance that you are legit

- Keep your website simple!
 - Attention is finite
 - The more items you put in front of someone, the less attention each item gets
 - Don't try to emphasize each element in your webpage

- Things your website should do:
 - Make visitors aware that they have a need
 - Make visitors aware that you provide the good or service to address that need
 - Answer your customer's questions:
 - Do you have what I want?
 - Why should I get it from you?

- Make sure your site displays properly on cell phones and tablets

- Identify a few key Calls to Actions (CTAs) and make those actions easy to take online.
 - For online store:
 1. Sales
 2. Leads
 3. Sharing on social media
 - For blog:
 1. Subscriptions
 2. Comments
 3. Sharing on social media
 - For informational site:
 1. Leads
 2. Sharing on social media

- Consider giving visitors something of value for free, such as a sample, a discount, a white paper, tips, a consultation

- Know your main competitors and differentiate yourself online. Break the tie. What is your additional value?

...continued...

If you are selling goods, provide a lot of information, images, lots of details about the product. People are looking for reassurance of quality since they cannot physically see/touch the product.

If you are selling a service, talk about your history, achievements, past clients. People are looking for expertise and a sense of trust. Consider including testimonials.

Always provide at least one way for visitors to get in touch with you:

- I recommend providing at least your email and/or a contact form. This way, you'll be collecting valuable leads and you will be able to contact these visitors in the future (with their permission) with special offers, announcements, etc.

Make sure that your site can be found by search engines, such as Google, Bing, and Yahoo.

Review web analytics, which tell you how many people visit your website, and what they do when they are there. Use this information to adjust website design, special offers, and Search Engine Marketing / Social Media Marketing campaigns.

Consider adding a blog to your site -- it doesn't have to be a lot of work!

- Unless the primary purpose of your website is to blog, you don't have to do it often or regularly
- It is really just an opportunity to demonstrate your knowledge and expertise, or showcase specific products
- Visitors are more likely to share blog posts on social media channels