

CHECKLIST FOR BUILDING AN EFFECTIVE WEBSITE

1 Define Website Goals

- ✔ Determine the goal of your website: Lead Generation, Online Sale, Store Visit, etc.
- ✔ Diagram your sales funnel and how your website moves potential customers and existing customers through the funnel.
 - ✔ Clear Positioning that demonstrates prime differentiator.
 - ✔ Educates your target audience on how your product or service can solve their problems.
 - ✔ Closing – There is a clear way to accomplish your goal on your site

2 Getting Your Site Online

- ✔ Select a turn-key website builder service.
 - ✔ Squarespace
 - ✔ WordPress
 - ✔ Wix
 - ✔ Duda
 - ✔ Weebly
- ✔ Hire a developer.

3 Good Layout and Design

- ✔ Different elements are distinct and uncluttered
- ✔ Appropriate amount of “white space”
- ✔ Your primary differentiator is big, bold and obvious
- ✔ The problems your business solves are clearly identified
- ✔ Obvious and compelling call to action/s
- ✔ Headings and body text are scannable

4 Navigation

- ✔ Clear and distinct, with location and functions of items obvious to the visitor
- ✔ Mobile Friendly
- ✔ Consistent from page to page
- ✔ Ordered with most common functions to the top or left
- ✔ Has expected functions like ‘Search’ and ‘Contact Us’
- ✔ Supports your Sales Funnel
- ✔ Clear call-to-action to convert visitors to customers

5 Good Content

- ✔ Text has clear headlines
- ✔ Text supports your Primary Differentiator and the problems your business solves
- ✔ Text demonstrate your expertise and competence through case studies and articles or blog posts
- ✔ Text anticipates and answers likely visitor questions
- ✔ Photos, images and diagrams are of high quality and enhance and support your text
- ✔ Images are appropriately named and tagged for SEO
- ✔ Has a blog (optional, but suggested)
- ✔ Displays customer testimonials (optional, but suggested)

6 Google Tools for Success

- ✔ Google Search Console tools is set up
- ✔ Google Analytics is set up

7 Good Content

- ✔ Site is mobile-responsive
- ✔ Site loads quickly
- ✔ Keywords and phrases are incorporated into headings and body text
- ✔ Social channels are driving traffic to your homepage
- ✔ Inbound links from directories and lists are driving traffic to your homepage

8 Legal Policies

- ✔ Site is using only content that you have created yourself or that you have rights to
- ✔ Site has a privacy policy
- ✔ Site has a Terms of Service page