

Elements of a Great Website Checklist

Design

- ☐ **Clean, Attractive Layout**
 - Avoid clutter & leave white space
 - Design on a grid
 - Use consistent colors, fonts, styles, etc.

- ☐ **Clear Navigation**
 - Use descriptive names
 - Limit number of choices
 - Avoid multi-level dropdowns
 - Keep it consistent on every page

- ☐ **Easily Scannable Text**
 - Large Headings/subheadings
 - Text is broken down into sections
 - Choose an appropriate font
 - Highlight important words
 - Bulleted lists

- ☐ **Impactful Imagery**
 - Show what the business does
 - Use images that evoke an emotion
 - Use high-resolution photos and graphics
 - Add graphic elements to break up large blocks of text
 - Include video where possible

- ☐ **Obvious Calls to Action**
 - Use a contrasting color
 - Make it look like a clickable button
 - Don't surround it with visual clutter

User Experience

- ☐ **Optimize for Search**
 - Target one primary keyword per page
 - Include related semantic keywords
 - Add keywords to page title, meta description, headings, image alt tags and body copy

- ☐ **Make it Mobile-Friendly**
 - Use responsive design
 - Test your site on different sized devices

- ☐ **Ensure it Loads Fast**
 - Use a reliable website host
 - Optimize images, coding, and scripts
 - Reduce number of plugins
 - Enable caching

Content

- ☐ **Be Clear About What You Do**
 - Visitors should know instantly what you do and for whom

- ☐ **Show How You Solve Problems**
 - Focus on the customer & their pain points
 - Talk about benefits over features
 - Tell them why they should choose you
 - Demonstrate empathy and authority

- ☐ **Use Strong Calls to Action**
 - Use clear, active language
 - Provide a simple plan to show them how to do business with you
 - Eliminate objections & barriers

- ☐ **Provide Proof**
 - Build trust through testimonials, case studies, examples, reviews, awards, etc.

- ☐ **Make Content Easy to Read**
 - 7th/8th grade reading level
 - Short sentences & paragraphs
 - Use bulleted lists
 - Avoid jargon

- ☐ **Include Ways to Opt In**
 - Offer something of value in exchange for an email address (ex. Coupon, free PDF, webinar, etc.)
 - Minimize number of required fields

- ☐ **Make Contact Info Easy to Find**
 - Display phone number at top of the page
 - Include a Contact page
 - Add full contact info in the footer

- ☐ **Use Organized Site Structure & URLs**
 - Keep URLs as clear and short as possible
 - Group pages into categories and subcategories
 - Link between internal pages

- ☐ **Submit an XML Sitemap and robots.txt**