the look & the feel

Essential Website Checklist

Does your website check all the boxes? Refer to this checklist to ensure your site has what it needs to help your brand succeed!

SEO

- [ ] Optimized site description & SEO description
- [ ] Images have relevant titles with keywords
- [ ] Mobile styles are enabled and site is responsive
- [ ] Images do not contain overlaid text in image file

Homepage

- [ ] Logo
- [ ] Clear navigation
- [ ] Welcome message
- [ ] Tagline
- [ ] Downloadable lead magnet

About Page

- [ ] Warm welcome
- [ ] About story or origin story
- [ ] Clear call-to-action

Sales/Services Page

- [ ] Clear, easy to understand language
- [ ] Well-lit product photos or clear explanation of services offered
- [ ] Easy way for customers to make a purchase or contact to schedule

Contact Page

- [ ] Business hours
- [ ] Location
- [ ] Contact information (phone, email, contact form)
- [ ] Social media handles
- [ ] Timeframe in which a customer should respect a reply back

Blog

- [ ] Consistent graphics
- [ ] SEO-friendly title
- [ ] Easy to follow, evergreen content
- [ ] Comment section
- [ ] Categories and tags