

Website Checklist

Your website is the digital face of your business and often the first step a potential member will take in evaluating your organization. At a minimum, your website design needs to create a great first impression and earn the trust of your potential members.

How do you determine if now is the time for a re-design or launch of a new website? We've put together a simple checklist that you can go through to see if your existing website design is maximizing your ROI.

Website Checklist

Is your website...	Needs Updated	Yes	No
Showcasing accurate, up-to-date information?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Properly branded for your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reflecting the goals and mission of your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building the credibility of your organization?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hosting engaging and helpful content?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Addressing common questions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using SEO best practices?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimized for mobile devices?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting traffic from your ideal customer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrated with your social media accounts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using effective calls to action?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Capturing leads for email marketing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to update and maintain?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inviting and easy to navigate?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating a great experience for visitors?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acting as a useful resource for prospective clients/customers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The best possible digital face for your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you taking advantage of each page above the fold?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you using resources and social proof to establish trust and credibility?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Suggested Base Pages

Page	Include	Purpose
<ul style="list-style-type: none"> Home 	<ul style="list-style-type: none"> <input type="checkbox"/> Header: Logo, navigation menu, and contact information. <input type="checkbox"/> Hero Section: A captivating image or video with a clear and concise headline that defines your brand or value proposition. <input type="checkbox"/> Call to Action (CTA): A prominent button or form encouraging visitors to take a specific action, such as signing up for a newsletter or exploring your services. <input type="checkbox"/> About Section: A brief introduction to your brand, mission, and values. <input type="checkbox"/> Services or Products Section: A snapshot of what you offer with links to your services/products page. <input type="checkbox"/> Testimonials: Positive reviews or quotes from satisfied customers or clients. <input type="checkbox"/> Featured Content: Links to your latest blog posts, news, or promotions. <input type="checkbox"/> Contact Information: Including an email address, phone number, and physical 	<p>The home page is your website's digital storefront, the first impression visitors get of your brand.</p>

	<p>address (if applicable).</p> <ul style="list-style-type: none"> <input type="checkbox"/> Social Media Links: Icons or buttons linking to your social media profiles. <input type="checkbox"/> Footer: Additional navigation links, copyright information, and privacy policy. 	
<ul style="list-style-type: none"> ● About 	<ul style="list-style-type: none"> <input type="checkbox"/> About You/Your Team: Personal or team bios, including qualifications and experience. <input type="checkbox"/> Brand Story: Share the history, mission, and values of your business. <input type="checkbox"/> Achievements: Highlight key milestones or accomplishments. <input type="checkbox"/> Photos: Include images of you/your team, your workspace, or any relevant events. <input type="checkbox"/> Testimonials: Display endorsements from clients or partners that emphasize your credibility. <input type="checkbox"/> 	To tell the story of your brand, establish trust, and connect with your audience on a personal level.
<ul style="list-style-type: none"> ● Events 	<ul style="list-style-type: none"> <input type="checkbox"/> Event Listings: Detailed information about upcoming and past events, including dates, times, locations, and descriptions. <input type="checkbox"/> Registration/RSVP: Include a registration form or link for upcoming events. <input type="checkbox"/> Event Calendar: If you host multiple events, a calendar can make it easy for visitors to see what's coming up. <input type="checkbox"/> Speakers/Guests: Bios and photos of event speakers or special guests. 	To inform visitors about upcoming and past events, encouraging participation and engagement.
<ul style="list-style-type: none"> ● Services Pages 	<ul style="list-style-type: none"> <input type="checkbox"/> Detailed descriptions, images, and pricing for each offering. <input type="checkbox"/> Benefits: Explain how your services or products solve problems or meet customer needs. <input type="checkbox"/> CTAs: Encourage visitors to request quotes, make purchases, or schedule consultations. <input type="checkbox"/> Testimonials: Highlight reviews or case studies related to your services/products. <input type="checkbox"/> FAQs: Answer common questions about your offerings. <input type="checkbox"/> Trust Signals: Showcase awards, certifications, or affiliations relevant to your services/products. 	To provide detailed information about the services or products you offer and persuade visitors to take action.
<ul style="list-style-type: none"> ● Contact 	<ul style="list-style-type: none"> <input type="checkbox"/> Contact Form: A user-friendly form for 	To provide a means for visitors

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|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> inquiries or messages. <input type="checkbox"/> Contact Information: Display your email address, phone number, and physical address (if applicable). <input type="checkbox"/> Map: If you have a physical location, embed a map for easy navigation. <input type="checkbox"/> Operating Hours: Specify when you're available for contact. <input type="checkbox"/> Social Media Links: Provide links to your social media profiles. <input type="checkbox"/> FAQs: Answer common questions visitors may have. <input type="checkbox"/> CTA: Encourage visitors to get in touch or subscribe to newsletters. | <p>to get in touch with you, whether for inquiries, questions, or collaborations.</p> |
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What to Look for in the Best Website Platform

Quality	Why
<ul style="list-style-type: none"> ● Ease of use 	<p>Updating your website should be simple. Finding how to update content through add-ons or plugins should be clear. Choose a website platform that makes it simple for you to change out photos, update your brand colors and keep your content updated.</p>
<ul style="list-style-type: none"> ● Security 	<p>Website security failures could harm your business's reputation. Don't allow that to happen. Make sure you select a platform with strong security that protects you from hacks and malicious attacks. One breach of customer data could rob you of your relationships with your customers.</p>
<ul style="list-style-type: none"> ● Scalability 	<p>Some website tools are better for organizations of all sizes. This is what you want in a website platform because you don't want to have to move your website as your company grows.</p> <p>Make sure that your website can handle large traffic volumes and can expand with your business.</p>
<ul style="list-style-type: none"> ● No downtime 	<p>Downtime is frustrating for both website administrators and customers. While you might be able to save some money on</p>

subscription fees to get a website platform with some mild downtime, this isn't worth it. Look for a platform with nearly perfect uptime records to ensure you're always prepared to welcome online customers

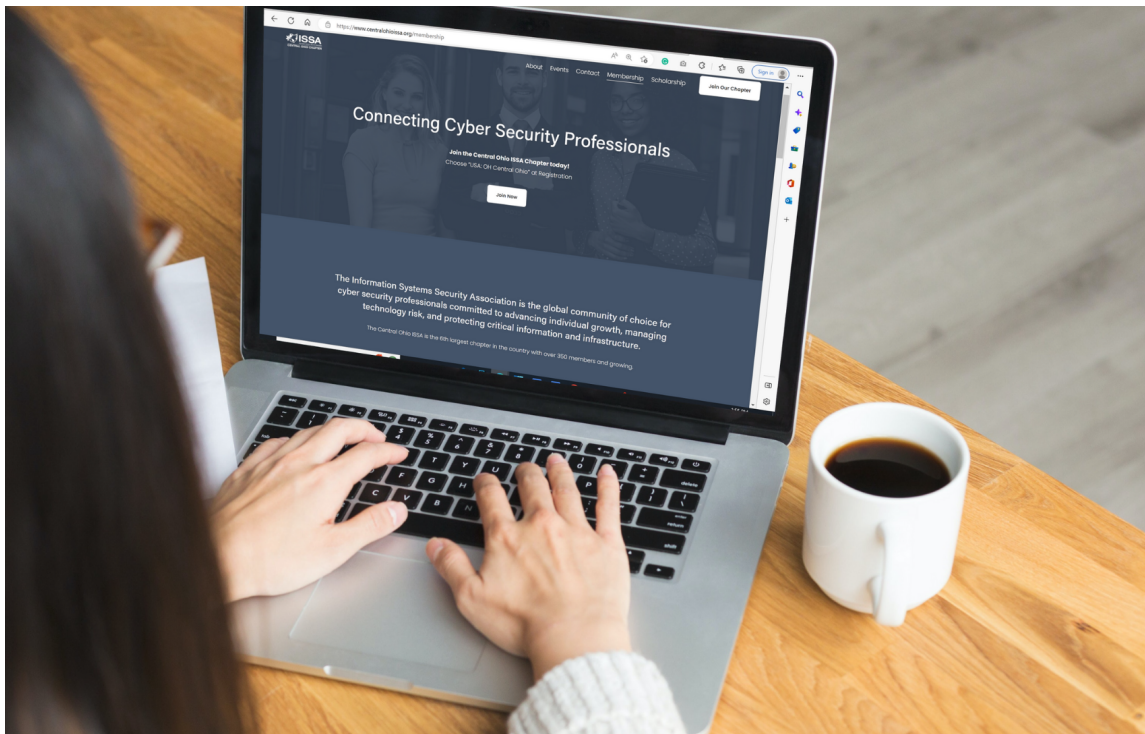
- Speed

Sluggish websites will fail to perform for SEO, making your business more challenging to discover. Faster websites experience lower bounce rates and higher conversion rates. Make sure that your website platform provides outstanding speed and reliability to create a good online experience.

Common Website Platforms

Platform	Pros	Cons
<ul style="list-style-type: none">• Squarespace* <p>*This is our platform of preference.</p>	<ul style="list-style-type: none">• You can make truly stunning websites!• Fantastic reliability and performance.• Free SSL.• Tons of features for selling online.• Full help center with great support.• Easy to maintain and update.• Plenty of Integrations• Scheduling, member areas, blogs, and email marketing are available on the platform.	<ul style="list-style-type: none">• Squarespace pricing can be high.• Can perform slowly if you don't optimize images.• Limited payment options:• Can be confusing to use at first.• Restrictive templates, although they are in the process of updating.
<ul style="list-style-type: none">• WordPress	<ul style="list-style-type: none">• Free, open-source content management system.• Highly flexible and customizable.• Thousands of themes to choose from (free and premium).• Add nearly any feature with third-party plugins.• Open-source, so security must be a priority.• Great SEO.	<ul style="list-style-type: none">• Steep learning curve.• Costs add up after buying hosting, premium themes, and plugins.• Potential plugin conflicts cause sites to break easily.• Must update regularly.• Poor customer support.• Hard to maintain.

<ul style="list-style-type: none"> ● Wix 	<ul style="list-style-type: none"> ● Very easy to use. ● Easy-to-use drag-and-drop interface. ● Built-in SEO. ● 200+ App integrations are available. ● Scheduling, member areas, blogs, and email marketing are available on the platform. 	<ul style="list-style-type: none"> ● Visitor analytics are not available on free or Combo plans. ● Storage limits on all plans. ● You can't change templates once your site is live.
<ul style="list-style-type: none"> ● Other Platforms 	<p>Let us know if you have questions about any other website platforms...</p>	<p>I will answer your questions specifically about these!</p>



Book your Website Audit Today!

Discover how your website stacks up in just 15 minutes. Our experts will conduct a comprehensive analysis, providing you with a detailed report of findings that unveil areas for improvement, untapped opportunities, and actionable insights.

Here's what's included:

15-Minute Expert Consultation: Schedule a one-on-one call with our specialists to discuss your website's performance and address your concerns.

In-Depth Report: Receive a customized report highlighting key strengths and weaknesses of your website, along with recommendations for optimization.

Don't leave your online success to chance. Let our experts guide you toward a more effective and impactful web presence.

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