

**THE  
ULTIMATE  
WEBSITE  
CHECKLIST**

Brought to you by Linda Henslee Enterprises

## HOME PAGE

- Show who you are, what you do, and what you can offer the website visitor
- Make sure your home page (and entire website) is mobile-optimized
- Include call-to-actions, but don't include too many, it can become overwhelming
- Include an email opt-in on footer & at least one other place on the homepage

## ABOUT PAGE

- Write about who you are and who you help
- Make it about the reader and what they will get out of your website
- Include a little personality so people have an idea of what you are like in real life
- Share your story. People want to know the person behind the business
- Include your email opt-in

## SERVICES PAGE

- Explain each of your services and identify your ideal client clearly
- Explain why someone should book with you
- Show examples of your work and portfolio
- Include testimonials
- Clearly define the steps on what to do next, if the visitor is ready to purchase

## CONTACT PAGE

- Include on main navigation bar
- Have a contact form
- List your social media links
- Don't include your email if you don't have time to respond to inquiries
- Include hours that you are available during the week

## BLOG

- Optimize your post images for SEO by adding keywords to file name & alt text
- Add social sharing buttons to make it easy for readers to share posts
- Add email opt-in box at the bottom of the post
- Add related posts to keep readers moving through your site
- Each post should provide value and give readers a call-to-action

## 404 PAGE

- Offer an explanation and an apology for the page error
- Brand your 404 page to match the rest of your website
- Give direction to other popular pages to your website: Services, about page, popular blog posts, recommended posts, or contact page

## TESTIMONIALS

- Create a testimonials page for your business
- Ask your customers to submit via Google reviews or on Facebook
- Ask your top customers/clients for a testimonial
- Have conversations with your customers to get an authentic testimonial

## SOCIAL MEDIA

- List all social media links on your website (header, footer, and sidebars are common places to start)
- Include social sharing buttons & Click-to-tweets in your blog posts
- Use a plugin to display your social media feeds
- Create custom social media buttons that match your branding

## CALL TO ACTION

- Clear call to actions on each of your web pages and blog posts. Each should have 1 clear call to action
- Test the colors and text on CTA buttons. Sometimes a simple switch can increase conversions
- Consider using slide-in CTAs to entice readers to sign up

## EMAIL OPT-IN

- Email opt-in should be on every page
- Make sure it describes exactly what a visitor will be signing up for
- Make it a compelling offering, such as a free email course or workbook
- Brand to match your website

## GOOGLE ANALYTICS

- Website analytics on every page (use plugins such as Google Analytics Dashboard or Google Analytics by MonsterInsights)
- Relevant IP addresses have been excluded from tracking (i.e. your own)
- Create an alert to monitor 404 pages
- Discover the full referral path of how users get to your website
- Check the top 10 pieces of content on your site & write more of those posts

## SECURITY & BACKUPS

- Make sure ongoing copies of your website are being created and stored on a regular basis
- Use plugins such as BackWPup, BackupBuddy, or Updraft Plus to automatically do regular backups
- Don't use "admin" as your username



The Academy is your best resource for all things business related to create a successful business.