THE SMALL BUSINESS WEBSITE CHECKLIST

Secure a Great Domain Name
Have a solid domain name representative of your business, your branding, and the essence of your messaging.

Get Website Hosting
Choose hosting with excellent customer service in case any issues arise over the life of your site.

Select an e-Commerce Platform
If you're selling digital or physical products online, you'll also want to find an eCommerce platform that suits your needs.

Consider User Experience
Think about what you want visitors to move through and interact with your site.

Bonus Pro Tip: You'll also want to make sure your site looks just as good on a cell phone as it does on a laptop or desktop computer.

Choose Attractive and Complementary Fonts
When you choose the right fonts the overall look and feel of your site will shine.

Select a Consistent Color Palette That Reflects Your Brand
Choose a simple, easy-to-use color palette will help you keep the look of your website consistent across all of the pages.

Create Content in Your Brand Voice
Establish a brand voice and be sure to use it across all pages of your site to give visitors a sense of continuity as they move from page to page.

Use Targeted Copy Techniques to Attract Your Ideal Customers
You're not talking to everyone. You're talking to your ideal clients and customers. And don't skip a chance to let them know that you understand their pain points and challenges and can help them overcome those things.

Include the Right Pages
Here are some common core pages for websites:

- Home
- Services and/or Products
- About
- Press/ News
- FAQ
- Testimonials/ Reviews/ Case Studies
- Contact
- Blog
- Events
- Privacy + Terms and Conditions

While your site may not have all of these pages, you must design a sitemap (a list of your website's pages) that makes sense when it comes to the way your site will be used by its visitors. Remember, you're designing for your customers and what is familiar to them.

Add a Variety of Visuals
Use a mix of photos, videos, and infographics throughout your site to keep things visually interesting.

Use Compressed and Optimized Visuals
Consider compressing your visuals and using images optimized for web use.

Host Videos Off-Site
Use a video hosting site like YouTube for your videos. Off-site video hosting keeps your website visitors happy because the pages will load more quickly and they can get to the important parts of your site faster.

Keep Visuals Consistent
The overall feel of your site should be consistent. If visuals are all over the place, it can lead to confusion or drop-off for site visitors.

Do Your Keyword Research before You Write
It's important to do some SEO research before you write your content and copy. Explore the words and phrases your ideal clients and customers might be searching for.

Post New Content Regularly
Google and other search engines learn to interpret your site as one that is trustworthy and regularly updated, which helps you show up in searches more often over time, especially when you do so in conjunction with other marketing approaches.

Use Strong Links and Highlight Rave Reviews
Linking to trustworthy sites, including thought leaders and industry experts, can help your site reach more of the right people. And highlighting great reviews and related press can have the same impact as well.

Make Use of Contact Features
One of the key facets of your site is interaction. So, it's essential to have ways to connect and engage through contact features. Whether it's a "Book a call" scheduling page or a simple contact form, be sure there's a way to collect and manage your website leads.

Collect Email Addresses
Email is a great marketing tool. Make the most of it by adding an email sign-up to your site. You may also want to give away a lead magnet (sometimes called a "freebie") as a "thank you" to those that are kind enough to trust you with their email address.

Call Customers to Action
Use Calls To Action (CTAs) on every page of your site. Whether you want someone to use the contact form, buy now, or schedule a consultation, adding CTAs is a surefire way to generate and convert more leads.

Bonus Pro Tip: When it comes to placing those CTAs, make sure each page has at least one "above the fold". (That's the "prime real estate" on a website page that exists before someone needs to scroll to see more.)

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Get in touch with our team to help you check all the boxes for your website!