



Website Checklist:

# The Path to a Successful Website

# Get Traffic to Your Website

## Organic search

### Keyword optimization

- Target only one keyword per page
- Use keywords in:
  - URL
  - Meta title
  - Meta description - a minimum of 300 characters, a unique piece of content, write about the client's problem, and present them your solution, talk about the outcome
- Beginning of the post/article
- In the content text
- Images:
  - Image file name
  - Image title
  - Image ALT tag

### Local SEO

- Have your name / phone / address consistent on your website and in the footer of the page
- Setup business listing in Google My Business, Bing Places and Apple maps
- Use "keyword" + "city/place" on your pages/posts

### URLs

- Make them as short as possible

### Headlines

- Ignite curiosity, solve a problem, clear content

### Backlinks

- Outreach

**DON'T:** duplicate content, meta titles and descriptions, optimize more than one page for the same keyword, put too many keywords in one post/article, buy links

# Get Traffic to Your Website

## Social media

### Social profiles

- Add "Follow me" button on your website
- Have an ACTIVE profile on:
  - Facebook
  - Twitter
  - Google+
  - Pinterest
  - Instagram
  - LinkedIn
- Have profiles branded (so that clients recognize you right away)
  - Profile picture, cover image, name, handle (!)
  - Make the description short and clear
  - Add a link to your website
  - Add call to action button

### Engagement and some more engagement

- Add share buttons to your pages/posts that are clearly visible and properly configured
- Have a branded featured image that will capture the viewer's attention
- Use Facebook Open Graph and Twitter Cards

**DON'T:** make social media profiles and then not be engaging - better have just 2 profiles but be active

## Paid traffic

- Google Adwords
- Facebook Ads
- LinkedIn Ads
- Twitter Ads

**Setup Google Analytics and Google Search Console to track your website performance.**

## User experience

- Fast website loading
  - Use a good website hosting
  - Optimize images (size matters)
  - Use as few plugins and add-ons as possible
  - Enable browser cache
  - Enable compression
  - Minify resources
  - Don't use too many elements on a page
  - Be careful not to have broken links or error messages
- Design has to be:
  - Visually appealing
  - Mobile-friendly
  - Responsive
- Don't interrupt the user
  - No autoplay videos or audios
  - Don't use too many ads
  - Be careful how you use your popups

## Content

- Everything is easy to read
  - Noninvasive background
  - Clear font type and size
  - Links have to visually stand out
  - Appropriate page/post format
    - Heading
    - Subheading
    - Bold / Italic highlights
    - Lists
    - Prominent quotes
- People are visual
  - Use images and videos (but don't overdo it)
- Content quality
  - Correct grammar and spelling
  - Engage reader from the start
  - If you promise something you have to deliver
  - Solve problems
  - Show who you are - your personality
  - Research your claims have evidence, examples

## Homepage

- Has to instantly answer these questions: Who are you? What do you do? For whom? What will they get?
- Should include:
  - Logo that is clearly positioned and readable
  - Links to other pages
  - Photo of you and/or your team
  - Navigation menu
  - Headline
  - Call to action buttons
  - Introduction
  - List of services / features / benefits
  - Subscription form
  - Testimonials
  - Clients logos
  - Certificates / Awards
  - Statistics (if you have any)
- Footer is important too:
  - Copyright
  - Navigation menu
  - Privacy policy
  - Terms of use
  - Contact
  - Postal address or google maps
  - Phone number
  - Social media icons
  - Email signup
  - Your missions statement
  - Call to action

You don't have to use all these in your Footer, just select the ones that are relevant to you. The important thing is not to leave it empty.

## About

- Quick introduction of you and/or your team
- Your goals, mission
- Show the reader your personality
- Show awards, certificates
- Call to action button
- And don't forget - images!

## Engage your audience

- Allow signups and comments
- Respond to every comment
- Ask questions at the end of your posts to interact with your readers

## Blog

- Internal links to other pages
- Links to social media and shares
- Write about topics that are relevant to your business
- Highlight featured articles
- Show related articles under every post

## Email subscription

- Optin form
  - On every page (Footer)
  - Tell the reader what will they get and how often (Be creative)
  - Help them understand WHY should they subscribe
  - Minimum fields
- Be regular and keep your promise
- Focus on helping, not selling
- Mobile-friendly
- Constantly check Spam score (Mail-tester.com)

**NOTE: Don't overdo it in your navigation. Make it simple and clear with no dropdowns. Max 5 links.**

## Services / Products pages

- Grab readers attention
- Get to the point quickly
- Answer questions
- Add social media buttons
- Demonstrate why is this important
- Tell the reader what will they get
- Select visual presentation carefully
- Call to action buttons

## Conversion steps

- Prominent link to Contact
- Simple forms
- Ask only the information you really need
- Minimize jumping steps
- Call to action
- Secure environment (HTTPS)

## Easy contact

- Make it easy for customers / clients / readers to contact you
- Use contact form instead of email address
- Contact page has to be in navigation and visible
- List a phone number

Are you a **website owner**  
and want to take your  
**website** to the next level?

**FREE WEBSITE REVIEW**