

Website marketing checklist

- ☐ Clear single goal for the website: For prospects + existing clients

- ☐ Modern, clear design that's responsive and mobile-friendly

- ☐ Simple navigation. Not too many options or sub menus

- ☐ Clear contact us details: phone, email

- ☐ Home page that grabs their attention and immediately differentiates you from your competitors

- ☐ Compelling headlines and content following the AIDA formula (Attention, Interest, Desire, Action)

- ☐ Video on the home page and about us page. Featuring people

- ☐ Clear call to action on every page

- ☐ Data capture with an ethical bribe, linked to a CRM with a follow-up sequence

- ☐ Trust badges (organisations you're a member of that your prospects will recognise + logos of media that have featured you)

- ☐ Social proof: Testimonials, case studies

- ☐ Google analytics

- ☐ Live chat?