

### 1

#### PLANNING

- ☐ Define site goals (*book service, contact, schedule appointment*)
- ☐ Navigation should funnel into your main goal
- ☐ Limit upper navigation to 6 tabs or less
- ☐ Use clear call-to-action buttons (*should support goals*)

### 2

#### HOMEPAGE COPY

- ☐ Headline (*What you do, who you serve & why you're different*)
- ☐ List benefits (*not features*) of your product or service
- ☐ Establish credibility (*with testimonials, clients, awards etc.*)
- ☐ Tell how you improve your customer's life or business

### 3

#### ALL PAGES

- ☐ Choose an obvious page title (*About, Contact, Pricing*)
- ☐ One subject per page which supports overall site goal
- ☐ Use call-to-action buttons to direct the customer
- ☐ Make sure content is scannable (*no long pages of text*)

### 4

#### SEO

- ☐ Choose keywords (*that customers might use to search for your service*)
- ☐ Use keywords in each page heading
- ☐ Break up text with sub-headers (*use keywords if possible*)
- ☐ Label images with clear descriptions and optimize size

### 5

#### MOBILE

- ☐ Mobile responsive
- ☐ Clickable phone & address
- ☐ Check site flow on mobile
- ☐ Quick loading on phone

