Planning your successful website

What do you want people to do?

- ☐ Give you a call
- ☐ Make a booking
- ☐ Join your database
- ☐ Add a comment to your blog

Why are people coming to your website?

- ☐ Because they met you at a network and want to know more?
- ☐ The discovered you on Google when they were searching online?
- ☐ They heard or read about a service you offer and are looking for it?
- ☐ The saw an interesting post on Facebook, and want more details

How's your on page S.E.O?

- ☐ I'm adding content to my website regularly (blogging is perfect for this)
- ☐ I know what keywords to use and where to use them
- ☐ My page relevant keywords are in my headlines, subheadings and text
- ☐ My images are labelled

Checklist

- ☐ My home page is easy to navigate
- ☐ I have a primary call to action on the home page, and a secondary one
- ☐ Visitors can find what they want in a click or two
- ☐ My content to landing pages where sales can be made
- ☐ I'm capturing subscribers with an enticing offer and an signup box
- ☐ I have a headline and sub heading that appeals to my target reader
- ☐ My content talks about what's in it for them
- ☐ The pages are enhanced with low resolution images that are labelled
- ☐ I'm easy to contact by phone and email
- ☐ I'm building my tribe on social media and bringing them back to my website
- ☐ I know how people are accessing my site and what they are searching for