

The Ultimate Website Checklist

'Cos websites shouldn't be boring

The basics AKA don't skip these bad boys!

1

- Domain name. Is it easy to spell and remember? (No weird hyphens or extra long names)
- SSL certificate. Locked padlock = trust. Get that https:// goodness!
- Mobile friendly design, 'cos people WILL judge your site on their phones first.
- Fast Loading Speed: Nobody likes a slowpoke. Test your site's speed!

Branding, cos It's all about you, baby!

2

- Logo and favicon. This is your brand's stamp of approval! (A favicon is that teeny tiny icon in the browser tab.)
- Brand colours and fonts. Consistent = professional. Mismatched = chaos.
- High quality images: Blurry pics and bathroom selfies? No thanks. Go for crisp, clear, and fab!

Website copy.. which converts

3

- Clarity from the get go. What do you do? Who do you help? Make it obvious!
- About page. Tell your story, people want to know the face behind the biz and connect with you as a human.
- Services or products. What you offer and why I need to buy it immediately.
- Calls to action (CTAs) make it EASY for people to take the next step (Buy now, book a call, etc.)
- SEO-Optimised Copy. Use those keywords naturally, 'cos Google and your visitors will thank you. IYKYK.

SEO, your audience wants to find you

4

- SEO friendly URLs means no random numbers and symbols. Clean URLs only thanks!
- Meta titles and descriptions. Make 'em catchy, keyword rich, and click worthy.
- Alt text and image descriptions for extra google-a-bility
- Google analytics and search console. Tracks your visitors and how they find you! AKA much needed info for targeting your demographic.

Last but not least, have FUN

5

- Testimonials and social proof helps you show off your cheer squad.
- Lead magnet or freebie. A free guide, checklist (like this one!), or discount will grow your email list.
- Social media links. I cannot stress this enough - link 'em!
- Live chat or contact widget If you offer real time help, make it easy to connect

Ready to tick these off the to do list, or need a revamp? f you need help bringing your dream website to life, I'm here to help! Let's make your website work for YOU!

Contact me to get started! hello@zelixvirtual.com