The Ultimate
Website Checklist

Planning

- ◯ Define your goals
- ◯ Identify your target audience
- ◯ Research your competition
- ◯ Choose a domain name
- ◯ Choose a website hosting provider
- ◯ Develop a website map/navigation

Design

- ◯ Choose a website template or design theme
- ◯ Use high-quality, compressed images & graphics
- ◯ Add descriptive alt-text to every image
- ◯ Make it mobile friendly

Content

- ◯ Write clear and concise copy
- ◯ Talk about the audiences problem and how your product/service solves it *(stop talking all about yourself!)*
- ◯ Use long-tail keywords throughout your website *(For SEO and GEO)*
- ◯ *Ensure there's only one H1 tag per page*
- ◯ *Use the H2, H3, p tags correctly so search engines can properly crawl your site.*
- ◯ Include a call-to-action on every page, both above and below the fold
- ◯ Include lead generators (forms, downloads, sign-ups)
- ◯ Continually update and add new information (blogs are great for this) to bring in more visitors
- ◯ Write compelling meta descriptions

Functionality

- ◯ Ensure your site loads quickly (compress images, be conscious of the amount of animation and features on each page)
- ◯ Make navigation clear & easy
- ◯ Include a search bar
- ◯ Make your site secure

Promotion

- ◯ Submit your site to search engines
- ◯ Promote your site on social media (add links to your socials on the site too!)
- ◯ Run paid ad campaigns (Google & social media)
- ◯ Work with other local businesses and publications to write guest articles/blogs that will link back to your site

Need Marketing Help?

If all of this feels like a lot, it's because it is! But if you're feeling overwhelmed trying to get your website just right, Emerald Strategic Marketing is happy to partner with you to take this off your ever-growing to-do list, so you can focus on other important business tasks!

Get Website Help

Emerald
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EmeraldStrategicMarketing.com