

WEBSITE CHECKLIST

HOW TO TELL IF YOUR WEBSITE IS SET UP TO DRIVE TRAFFIC & SALES

- CREATING A NAVIGATION MENU THAT IS EASY TO SHOP
POTENTIAL CUSTOMERS NEED TO BE ABLE TO EASILY FIND WHAT THEY'RE LOOKING FOR WHEN THEY ARRIVE TO YOUR SITE. NARROW YOUR MAIN CATEGORIES AND ADD NESTED/SUB-CATEGORIES TO MAKE THE MAIN MENU NOT AS OVERWHELMING.
- SEPARATE DIFFERENT SECTIONS OF YOUR SITE USING YOUR BRAND COLORS
THIS CREATES VISUAL SPACE AND MAKES CONTENT STAND OUT, PREVENTING DIFFERENT AREAS FROM BLENDING TOGETHER. ADDING POPS OF YOUR BRAND COLORS ALLOWS YOU TO HIGHLIGHT MAIN POINTS IN YOUR FLOW AND CREATE A HIERARCHY OF WHAT IS IMPORTANT.
- MAKE YOUR HOMEPAGE INVITING AF
CREATE A HIERARCHY THAT MAKES SENSE - GRAB THEIR ATTENTION, MAKE SURE THEY KNOW WHY THEY SHOULD BE THERE OR OFFER THEM AN INCENTIVE OR CALL TO ACTION AND MAKE SURE WHAT THEY CAME FOR IS HIGHLY LISTED
- IMAGES ARE EVERYTHING
ENSURE EVERY IMAGE ON YOUR SITE IS NAMED USING KEYWORDS RELEVANT TO YOUR INDUSTRY AND THAT THEY ALSO HAVE ALT TEXT. SMALLER IMAGES LOAD FASTER, DECREASING THE TIME IT TAKES TO LOAD YOUR WEBSITE AND MAKING IT FAR MORE SHOPPABLE.

