Home Page Checklist

Fonts, Colors & Logos

- ☐ Reflects your personality and business identity
- ☐ Uses font hierarchy (headings, subheadings, body text)
- ☐ Has high contrast color combos
- ☐ Uses 6-8 Colors ranging from light to dark

Photograhy

- ☐ Uses high-quality brand images
- ☐ Uses a mix of brand photos, including headshots, action shots, and lifestyle imagess
- ☐ Uses stock imagery that fits with your brand photos
- ☐ No cheesy stock imagery

Copywriting

- ☐ Focuses on how your work benefits visitors
- ☐ Speak directly to the visitor using "you"
- ☐ Uses headings, subheadings, and body text for scalability
- ☐ Sound like yourself—authentic and natural

Buttons

- ☐ Multiple styles of buttons to create hierarchy
- ☐ Primary call to action is biggest & brightest button
- ☐ Offers multiple paths to explore

Main Navigation

- [ ] Has 6 or fewer links
- [ ] Does not utilize drop downs or only uses if really needed
- [ ] Includes logo
- [ ] Decide if social links belong in the header
- [ ] Appears on every page of your website

Hero
(Above the fold)

- [ ] Has photo of business owner looking at viewer
- [ ] Clearly states who you serve, what you offer, and where
- [ ] Includes a CTA

Social Proof
Optional

- [ ] Showcases logos of businesses that have trusted you to work with them
- [ ] Showcases logos of credentials you hold
- [ ] Showcases logos of publications you've been featured in

Mini About

- [ ] Highlights why you're qualified to serve your audience
- [ ] Includes a CTA to learn more on your about page
- [ ] Includes photo of business owner or team

Services Overview

- [ ] Features 1-3 core services that you want to sell most of
- [ ] Gives a brief description of each services
- [ ] Includes a CTA to learn more or book

A K

Testimonials

- ☐ Includes client name if possible
- ☐ Includes client profession or location if possible
- ☐ Includes client photo if possible
- ☐ Testimonial is short, sweet and juicy

Lead Magnet

- ☐ Is valuable for your ideal client and niche appropriate
- ☐ Has an enticing title
- ☐ Includes a short description
- ☐ Delivers automatically

Newsletter

- ☐ Actively collects first name and email even if you're not utilizing your newsletter at the moment
- ☐ Has a title other than "Newsletter"
- ☐ Includes a short description

Featured Content
Optional

- ☐ Features a podcast, retreat or speaking gig
- ☐ Has a title and short description
- ☐ Includes a CTA to learn more or listen

Blog
Optional

- ☐ Has a title and description
- ☐ Showcases 2-3 of your favorite posts
- ☐ Includes a CTA to read the blog

Final CTA

- ☐ Reinforces the main step you want visitors to take
- ☐ Use the biggest, brightest button

Footer

- ☐ Includes micro bio with your first name, business name and location you serve people from
- ☐ Includes social media links and social feed
- ☐ Includes links to all pages of your website (no limit)
- ☐ Appears on every page of your website

Pop-Up
Optional

- ☐ Has a delayed appearance - 30 seconds or ⅓ page scroll
- ☐ Easy to click the "X" if not interested
- ☐ Include an enticing lead magnet/freebie offer with CTA

Mobile Version

- ☐ Easy-to-navigate
- ☐ Layout makes sense for long and narrow format
- ☐ Uses appropriate font sizes

SEO

- ☐ Google business profile is set up
- ☐ 300+ words per page on pages you want to rank
- ☐ Actively utilizing blog