Your Website Checklist

10 ACTIONS <u>TO DO</u> TO ENSURE YOUR WEBSITE ATTRACTS AND CONVERTS

1 **Compelling Content**
Does your website have engaging and informative content that is relevant to your target audience? `Y`

2 **Simple Design**
Does your website have a minimalist approach to attract customers and make the website easy to navigate? `Y`

3 **Mobile Ready**
Is your website optimized for mobile devices to ensure that it is accessible to a wider audience? `Y`

4 **Effective call-to-action buttons**
Are your call-to-action buttons clear, prominent, and does it encourage the user to click? `Y`

5 **Prioritise Key Pages**
Are the important pages easily accessible and prioritized on your website? `Y`

6 **Use of color**
Are you using the right color scheme to impact conversions? For example, using contrasting colors for call-to-action buttons can make them stand out. `Y`

7 **Fitt's Law**
This law states that the time required to move to a target area is a function of the distance to and size of the target. Applying this law can make youre website more user-friendly. `Y`

8 **Create a secure feeling**
Do your website have an updated SSL certificate or other security badges or trust signals? `Y`

9 **Highlight selling edge**
Does your website highlight the unique selling points of your products or services that you are offering? `Y`

10 **Define clear objectives**
Does your website have clear objectives that align with your business goals? Is it designed to meet the needs of your target audience? `Y`

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Your Website Checklist

10 ACTIONS TO AVOID TO ENSURE YOUR WEBSITE ATTRACTS AND CONVERTS

1 **Inconcistencies**
Is your website consistent in terms of style? Inconsistencies can make the website look unprofessional.
Y

2 **Slow load times**
Is your website loading fast? Slow load times can lead to a high bounce rate and decreased conversions.
Y

3 **Lack of trust signals**
Do you have any trust signals? E.g. a security badge or customer reviews.
Y

4 **Missing of unclear call-to-action buttons**
Are your call-to-action buttons clear and prominent?
Y

5 **Confusing site navigation**
Is your website easy to navigate, with a clear hierarchy of pages and a logical flow?
Y

6 **Bad stock images**
Do you have high-quality stock /product images? And are the images you use relevant?
Y

7 **Content that is too long or too short**
Are your website copy heavy? Your website's content should be concise and engaging, with a clear message that resonates with your target audience.
Y

8 **Lack of clear call to action**
Do you have a clear and visible call to action? Your website should have clear and eye-catching calls to action at regular intervals throughout each page.
Y

9 **Ignoring website design and user experience**
Are your website's design well thought-out and does it flow? Your website's design and user experience are critical in driving conversions, and should not be overlooked
Y

10 **Forgetting your funnel**
Have you designed your website with the sales funnel in mind, with a clear path for users to follow from initial interest to final conversion?
Y

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