

# WEBSITE CHECKLIST



**by the roar**

# Basics

These are all suggestions! You don't have to check off everything. It's just to give you an idea what you can add, improve or optimize.

- ☐ I have a clear headline that states what I do and offer
- ☐ I have a clear call-to-action button at the top of my home page
- ☐ I describe which problem I solve and how
- ☐ I describe the benefits of my services and products
- ☐ My imagery is sharp and show what visitors can buy
- ☐ I have some reviews from previous clients on my website
- ☐ The navigation bar is clearly visible and easy to find
- ☐ The pages about, service, shop and contact are easy to find with one click
- ☐ All content is to-the-point, easy to read and checked for grammar and spelling errors
- ☐ I have set up my favicon
- ☐ I have replaced all demo content with my own pictures and copy
- ☐ Every page has a clear call-to-action button
- ☐ My contact information is up-to-date
- ☐ I checked the mobile version of my website, it looks good!
- ☐ I have checked every link, button and contact form
- ☐ My website has terms and conditions, privacy statement and cookie consent button

# Google

- ☐ I have a list with strong keywords that are relevant and relatable to my business
- ☐ My SEO settings are all set in Showit for each page (click here for instructions)
- ☐ All my images have keyword rich descriptions (click here for instructions)
- ☐ I have setup Google Analytics (click here for instructions)

# Marketing

- ☐ I installed and tested my email marketing integrations like Mailchimp or Mailerlite
- ☐ I added my Instagram feed to my website (click here for instructions)
- ☐ I linked all my Social Media icons (click here for instructions)
- ☐ I have a couple inspirational and helpful blog posts on my blog
- ☐ I have a blog post about my new website launch
- ☐ I am doing a guest blog post with a business friend who has the same audience
- ☐ I have a valuable and helpful freebie as a welcome gift for my visitors
- ☐ I have an e-mail sequence ready to send my subscribers with more valuable content
- ☐ I have a special offer, giveaway or contest to celebrate my website launch

- ☐ I share bits and pieces about my new website on Social Media. For example: *behind the scenes, countdown, sneak peeks, contests, testimonials.*
- ☐ I am going tell all my friends and family about my new website launch
- ☐ I have requested a free website check
- ☐ I have hired Dianta to clean up my website and give it a fresh designer look
- ☐ I have asked Dianta to be featured on her website and Pinterest account
- ☐ I have a bottle of champagne ready to pop!

# Celebrate

Now take a deep breath... You did it!! You are ready to hit publish and show the world your stunning new website. Enjoy this very moment of you bravely moving forward and sharing your unique gifts and talents. Soak up all the celebrations. I am so excited for you!

Happy launching!

Liefs, Dianta