

The background of the image is a laptop screen showing a wedding planning website. The website has a header with the text "STRESS-FREE WEDDING PLANNING, TAILORED TO YOU". Below the header, there is a paragraph: "Planning your wedding should be exciting, not stressful. Our experienced planners handle every detail so you can relax and enjoy the day." There are two main images on the website: one of a couple dancing and another of a bride's dress. The text "Full-Service Wedding Planning" is visible below the couple's image, and "Day-of Coordination" is visible below the bride's dress image. A large, elegant serif font title "THE DREAM CLIENT WEBSITE CHECKLIST" is overlaid on the laptop screen. The laptop keyboard is visible at the bottom of the image.

# THE DREAM CLIENT WEBSITE CHECKLIST

A SIMPLE GUIDE TO SEE IF YOUR WEBSITE IS HELPING  
YOU ATTRACT DREAM CLIENTS OR HOLDING YOU BACK.

# INTRODUCTION

Your website is often the first touchpoint a client has with your business. Within seconds, they decide whether you feel trustworthy, professional, and aligned with what they're looking for.

The good news? You don't need to be a web expert to spot where your site might be falling short. This checklist was designed specifically for service providers, photographers, coaches, and creatives to help you quickly see what's working and what needs a little attention.

## HOW TO USE THIS CHECKLIST:

- ✓ Grab a pen or open this PDF digitally.
- ✓ Walk through each section one at a time.
- ✓ Check off what you already have in place.
- ✓ Make a note of areas you'd like to improve.

👉 If you realize you're missing several items, don't worry. Most websites are works in progress. The goal here is to give you clarity so you can take confident steps forward.



# THE DIY WEBSITE AUDIT CHECKLIST

## 1. FIRST IMPRESSIONS

- ☐ Does your site load quickly? (Hint: test it here → [Google PageSpeed Insights](#))
- ☐ Is it clear within 5 seconds who you are and what you do? (Try the “5-second test”: ask a friend to glance at your homepage and tell you what you do.)
- ☐ Do your visuals and colors feel consistent with your brand?

## 2. NAVIGATION & FLOW

- ☐ Does your headline speak to your ideal client's needs (not just what you do)?
- ☐ Is your About page personal, not just professional? (Hint: share a story that builds trust — not just credentials.)
- ☐ Are your services written clearly with the value highlighted?

## 3. COPY & MESSAGING

- ☐ Does your headline speak to your ideal client's needs (not just what you do)?
- ☐ Is your About page personal, not just professional? (Hint: share a story that builds trust — not just credentials.)
- ☐ Are your services written clearly with the value highlighted?

## 4. SOCIAL PROOF & TRUST

- ☐ Do you have testimonials, reviews, or client success stories?
- ☐ Is your portfolio/work up-to-date and easy to view?
- ☐ Do you show logos, features, or any credibility markers? (Hint: even “as seen in” or client logos can go a long way.)



# THE DIY WEBSITE AUDIT CHECKLIST

## 5. CALL-TO-ACTIONS

- Is there a clear next step (book, inquire, contact) on every page?
- Are your buttons easy to see and action-oriented (“Book Now,” “Let’s Chat”)? (Hint: swap vague CTAs like “Learn More” for something more specific.)

## 6. MOBILE & TECH

- Does your site look good on mobile (no broken layouts)?
- Are your contact forms working? (Hint: send yourself a test inquiry to be sure.)
- Do all links/buttons actually work? (Try browsing your site on different devices — phone, tablet, laptop — to catch issues.)

## 7. SEO BASICS

- Do all your pages have unique titles + meta descriptions?
- Are your images named + have alt text?
- Do you use keywords your clients are actually searching for (e.g. “Manchester wedding photographer” or “business coach website design”)? (Hint: Google your service + location and see what comes up.)





## HOW DID YOU DO?

If you checked off most of these, amazing! Your website is already on the right track.

If you noticed gaps, don't worry — even small improvements can make a big difference in how clients see you. And if it feels like too much to tackle on your own? That's exactly where I come in.

I design websites for service providers that aren't just beautiful, they're strategic, intuitive, and built to book your dream clients.

✨ WANT QUICK, TAILORED FEEDBACK?

I'll record a free 1-minute audit video walking you through the biggest opportunity I see on your website.

**Contact Me Now To Claim  
Your Free 1 Minute Audit Video**