The Promo Business Authority Website

Ultimate Checklist

2018

SECURITY STANDARDS

- ☐ USE SSL Encryption Certificate

BRANDING ELEMENTS

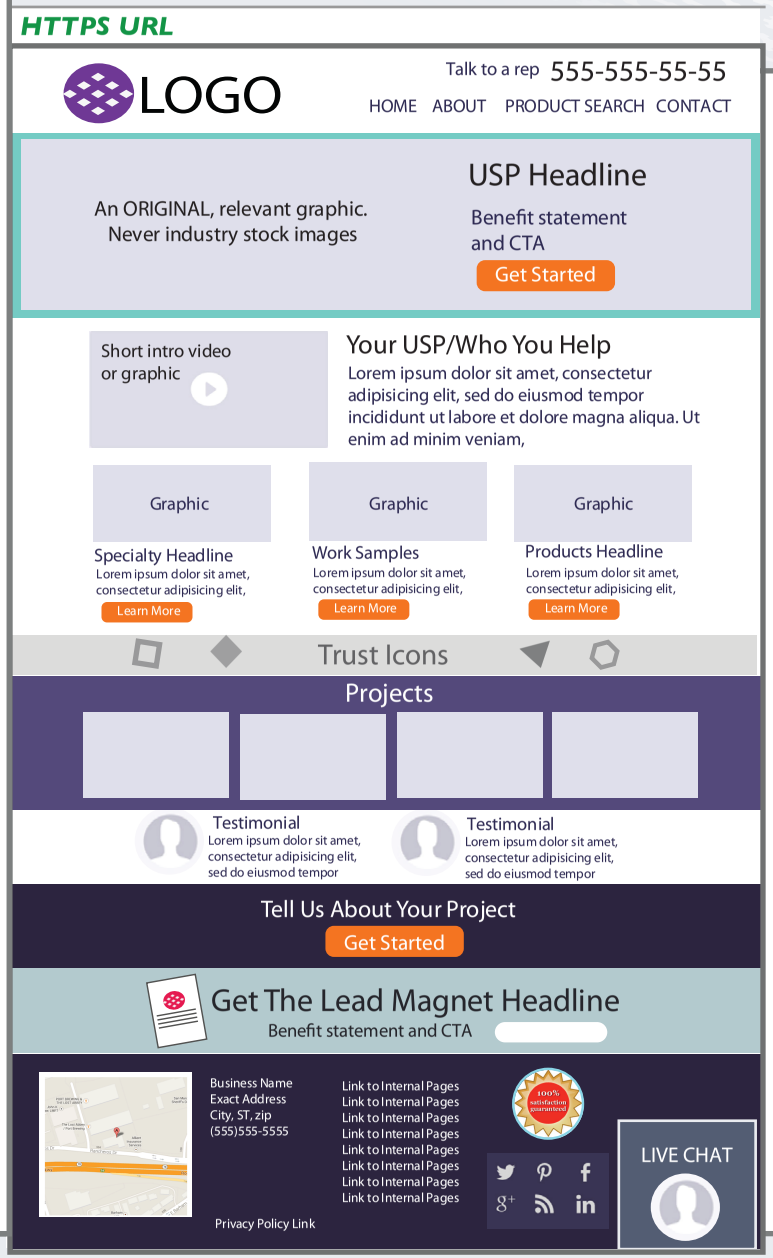
- ☐ High resolution logo
- ☐ "Trendy" looking design
- ☐ Consistent look and feel through all pages
- ☐ Original, relevant quality graphics (Avoid industry stock)
- ☐ Marketing message focused on your ideal client(s)

LAYOUT

- ☐ Mobile responsive
- ☐ Minimal main navigation
- ☐ Links and buttons clearly visible
- ☐ Social icons at the bottom

SEO ELEMENTS

- ☐ Keywords in page titles and content
- ☐ Business name, address, and phone, written exactly the same way on every page of the site, as well as online directories.
- ☐ Images optimized
- ☐ Relevant content in internal pages, at least 600 words in length
- ☐ Fast loading time



HOME PAGE ELEMENTS

- ☐ Clear benefit statement above the fold
- ☐ Specialty clearly communicated
- ☐ Project/Ideas section
- ☐ Visible product search button/link
- ☐ Trust icons (awards, client's logos or badges)
- ☐ At least two testimonials
- ☐ Guarantee
- ☐ Lead magnet
- ☐ Contact Info - Social Media icons

ADDITIONAL PAGES

- ☐ About Us
- ☐ Ordering Information
- ☐ Projects Section
- ☐ Contact Us
- ☐ Specialty specific pages
- ☐ Privacy Policy

CONVERSION ELEMENTS

- ☐ Strong CTA above-the-fold
- ☐ Live chat
- ☐ Contact form with basic project information fields

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