



DIY WEBSITE CHECKLIST:

THE SECRETS OF A SUCCESSFUL WEBSITE AT A GLANCE

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GET TRAFFIC TO YOUR WEBSITE

Your web site could be the very first contact a potential customer or client has with you or your organization. You may have the best product or service in the world. But it could be worth very little if you don't make the right impression first time, and if your customers and clients can't find you. The following information could be your first step in making your website work harder for you and help you grow your business. You can use this to check your existing website or the work your web designer is doing for you right now. As with all experts each experts opinion will vary. This is a guide as of January 2021.

ORGANIC SEARCH

Keyword optimization

- | | |
|--|--|
| <input type="checkbox"/> Target only one keyword per page | <input type="checkbox"/> Address customers' problem |
| <input type="checkbox"/> Use words that are semantically linked to the keyword | <input type="checkbox"/> Present your solution |
| <input type="checkbox"/> Use keyword in: | <input type="checkbox"/> Highlight outcome |
| <input type="checkbox"/> URL | <input type="checkbox"/> Beginning of the post |
| <input type="checkbox"/> Meta title | <input type="checkbox"/> Throughout the text where it sounds naturally |
| <input type="checkbox"/> Meta description: | <input type="checkbox"/> Subheadings |
| <input type="checkbox"/> Between 50 and 300 characters | <input type="checkbox"/> Images: |
| <input type="checkbox"/> Unique for all pieces of content | <input type="checkbox"/> Image file names |
| | <input type="checkbox"/> ALT tags of images |

Local SEO

- ☐ Name / address / phone number:
- ☐ Consistent across the web
- ☐ In footer of your website
- ☐ Set up business listing on:
- ☐ Google My Business
- ☐ Bing Places
- ☐ Yelp
- ☐ Apple maps, etc.
- ☐ Create citations on:
- ☐ Neustarlocaleze.biz
- ☐ Expressupdate.com
- ☐ Acxiom.com
- ☐ Factual.com, etc.
- ☐ Use Google Category as a keyword for your homepage
- ☐ Use {keyword} + {city} on pages/posts

URLs

- ☐ As short as possible

Backlinks

- ☐ Guest posting
- ☐ Outreach

Enticing headline

- ☐ Clear benefit
- ☐ Solve a problem
- ☐ Ignite curiosity

SEO “don’t”s

- ☐ Duplicate content / meta titles / meta descriptions
- ☐ Optimizing more than one page for the same keyword
- ☐ Keyword stuffing
- ☐ Buying links

SOCIAL NETWORKS

Social Profiles

- ☐ **“Follow me” buttons on the website**
- ☐ **Active profiles:**
 - ☐ Facebook
 - ☐ Twitter
 - ☐ Google+
 - ☐ Pinterest
 - ☐ Instagram
 - ☐ LinkedIn, etc.

Tip: You don't have to be on every possible social network out there. These are just the most popular examples. And as dump-and-run strategy won't grow you a loyal following, it's better to select a couple of networks where you think your target audience spend time and focus your efforts on consistently posting relevant content and interacting with others.

- ☐ **Profiles visually similar across all social networks:**
- ☐ Profile image
- ☐ Cover image
- ☐ Name
- ☐ Handle
- ☐ Description:

- ☐ Make it clear and to the point
- ☐ Link to homepage / landing page
- ☐ Add call to action
- ☐ Integrate keywords

Maximize engagement

- ☐ **Make your content easy for others to share:**
 - ☐ Prominent share buttons
 - ☐ Default message not empty
 - ☐ “Click to tweet” buttons within blog posts
- ☐ **Featured image optimized for sharing:**
 - ☐ Attention-grabbing
 - ☐ Suitable dimensions
 - ☐ Readable text (if any)
 - ☐ Branded
- ☐ **USE TWITTER CARDS**
- ☐ **USE FACEBOOK OPEN GRAPH**

Tip: When you use Twitter cards and Facebook open graph, Twitter and Facebook will automatically display the featured image when your posts get shared on social networks. Posts that include images are more noticeable. For example, tweets with images double your chances of engagement. On Facebook, image posts get 179% more interaction than an average Facebook post.

PAID TRAFFIC

- ☐ Google AdWords
- ☐ Facebook Ads
- ☐ LinkedIn Ads
- ☐ Twitter Ads, etc.

Tip: Paying for traffic is not something you **must** do to make your website successful. But it's a good idea to invest £ 100 to test a crucial landing page and optimize it for the highest conversion before promoting it.

MEASURE YOUR EFFORTS

- ☐ Set up Google Analytics
- ☐ Set up Google Search Console (former Webmaster Tools)

MAKE A GREAT FIRST IMPRESSION

You got people over to your site. Now, you have just a couple of seconds to make them stay. The points listed in the next paragraphs have you covered. Make your site interactive is a smart addition. Video is a fantastic way to keep your visitors on your site longer. Explainer videos telling and showing visitors what you do will be a great addition. TalkingWebDesign.com produce Drone videos, 360 degree tour videos and also text to speech ask for more details and a demo

Flawless user experience

- ☐ **Fast website loading speed:**
 - ☐ Use good website host
 - ☐ Optimize images
 - ☐ Reduce number of plugins
 - ☐ Enable browser caching
 - ☐ Enable compression (gzip)
 - ☐ Minify resources
- ☐ **Simplify website design:**
 - ☐ Reduce number of elements on a page
 - ☐ Use CSS instead of images where possible
 - ☐ Combine multiple style sheets in one
 - ☐ Reduce number of scripts
 - ☐ Put scripts at the bottom of the page

Tip: To get a general idea whether you need to optimize your site's load speed (especially the images) check your website with Google PageSpeed Insights. For more detailed list of the issues with your load speed, check your website with GTMetrix.com.

- ☐ **Design:**
 - ☐ Visually appealing
 - ☐ Mobile-friendly
 - ☐ Responsive
 - ☐ Add a favicon
- ☐ **No interruptions:**
 - ☐ No autoplay of video / audio
 - ☐ Reduce number of ads
- ☐ **Use pop-ups wisely:**
 - ☐ Don't use intrusive pop-ups on mobile
 - ☐ Make sure you are not interrupting your visitors before they reach their goal

Tip: Site speed is a major ranking factor. And although Google says that user experience is an implicit ranking factor only on mobile devices, it plays a major role in natural shares and distribution (think backlinks!) your content will get.

- ☐ No broken links/error messages

Content Presentation

- ☐ **Everything's easy to read:**
 - ☐ Unobtrusive background
 - ☐ Appropriate font types and sizes
 - ☐ High contrast between font and background
 - ☐ Links visually stand out
- ☐ **Post text is well-formatted and scannable:**
 - ☐ Headings
 - ☐ Short paragraphs
 - ☐ Text highlights (bold, italic, etc.)
 - ☐ Lists / bullet points
 - ☐ Visually prominent quotes
- ☐ **Use visuals:**
 - ☐ Images
 - ☐ Video
 - ☐ Slide share

Tip: Don't overdo it. Too many images, whole paragraphs of highlighted text and endless bullet point lists achieve the opposite and make your visitors leave.

☐ **Support your claims with evidence:**

- Research
- Examples
- Expert quotes
- Other articles on the topic written by experts

Tip: *Even if you are a nobody in your niche (for now) you can make your writing sound authoritative by borrowing the authority from others and supporting your claims with existing evidence.*

Content Quality

- ☐ Correct grammar and spelling
- ☐ Grab attention from the start
- ☐ Deliver what you promised in your title
- ☐ Solve problems of your target audience
- ☐ Avoid jargon
- ☐ Show your personality

GET THEM TO KNOW, LIKE AND TRUST YOU

Great! You were able to impress your visitors. Now they want to find out more about you and your product. The following paragraphs show you how to reinforce that first impression and get your visitors to know, like and trust you.

REINFORCE GREAT FIRST IMPRESSION

Homepage

☐ **Should answer these questions:**

- ☐ Who are you?
- ☐ What do you do?
- ☐ For whom?
- ☐ What's in it for them?

Tip: *Your homepage can be the prettiest in the world. But if it fails to instantly tell people what it is that you do and how it helps them, they will leave faster than you can blink.*

☐ **Should include:**

- ☐ Logo:
 - ☐ Unique and original
 - ☐ Stands out
 - ☐ Displays company name clearly
 - ☐ Positioned top-left
- ☐ Links to homepage
- ☐ Photo of you / your team
- ☐ Navigation
- ☐ Headline
- ☐ Call to action
- ☐ Introduction
- ☐ List of features / Benefits
- ☐ Subscription form
- ☐ Social proof:
 - ☐ Testimonials
 - ☐ Client logos
 - ☐ Certifications
 - ☐ Awards
 - ☐ Statistics

- ☐ Footer:
 - ☐ Copyright
 - ☐ Navigation to main pages
 - ☐ Privacy policy
 - ☐ Terms of use
 - ☐ Contact
 - ☐ Postal address / link to a map
 - ☐ Phone and fax numbers
 - ☐ Social icons
 - ☐ Email signup
 - ☐ Search box
 - ☐ Your mission statement
 - ☐ Latest articles
 - ☐ Call to action

Tip: *Not all of these points have to be in your footer, of course. Just select the most relevant for you and your business. But whatever you do, don't leave it empty. Make that precious space at the end of every page work for you.*

About page

- ☐ Quick intro
- ☐ Your mission
- ☐ Show your personality:
 - ☐ Likable
 - ☐ Relatable
- ☐ Credibility enhancers:
 - ☐ Awards
 - ☐ Qualifications
 - ☐ Work samples
- ☐ Call to action

Tip: Although your “About” page should provide more information about you than any other page, it still should be mainly about your audience.

Engage your audience

- ☐ Allow comments
- ☐ Don't leave comments unanswered
- ☐ Ask questions at the end of your posts

ENCOURAGE TO DISCOVER MORE CONTENT

Blog

- ☐ Link in navigation menu
- ☐ Posts:
- ☐ “Related posts” section
- ☐ Internal links to other posts / pages:
- ☐ Use them where they add value
- ☐ Use keyword for post / page you are linking to in the link text
- ☐ Author's box:
- ☐ Short bio
- ☐ Links to social profiles

Tip: Smart internal linking is one of the easiest ways to give your page a search ranking boost.

Email subscription

- ☐ Set up an email sequence
- ☐ Opt-in form:
- ☐ On every page
- ☐ Set the expectations on what you share via email and how often
- ☐ Highlight the benefits
- ☐ Minimize number of fields
- ☐ Email Newsletter:

- ☐ Regular
- ☐ Relevant
- ☐ Write enticing subject line
- ☐ Proper “reply-to” address
- ☐ Proper “from” name
- ☐ Focus on helping, not selling
- ☐ Check how it looks on mobile
- ☐ Before sending, check spam score

Tip: Use [Mail-tester.com](https://mail-tester.com) to check whether your email will reach your subscribers or will be automatically filtered out as SPAM. This free tool also shows you the exact issues with your email.

Navigation

- ☐ Descriptive
- ☐ Intuitive
- ☐ Clear:
- ☐ About
- ☐ Services
- ☐ Pricing
- ☐ Blog
- ☐ Books / Courses
- ☐ Contact
- ☐ Search bar
- ☐ Mouse pointer changes on clickable links

MAKE A SALE

The moment you've been waiting for has come. Your visitors now know, like and trust you. Now they won't mind if you start marketing to them sending them your offer. The following paragraphs will show you how to make your offer irresistible and close the sale.

Service / Product page

- ☐ **Text:**
 - ☐ Grab reader's attention
 - ☐ Get to the point quickly
 - ☐ Answer frequently asked questions
 - ☐ Address and eliminate possible objections
 - ☐ Use short sentences whenever possible
 - ☐ Avoid jargon
 - ☐ Add social sharing buttons
- ☐ **Unique value proposition:**
 - ☐ Expose reader's need
 - ☐ Demonstrate importance
 - ☐ Tell what's in for them
 - ☐ Focus on benefits, not features
 - ☐ State features clearly
 - ☐ Justify conversion
- ☐ **Visual presentation:**
 - ☐ What's important is prominent
 - ☐ Logically related elements also visually related

- ☐ Clearly defined page areas
- ☐ Clickable elements are obvious
- ☐ Minimize distractions

- ☐ **Credibility enhancers:**
 - ☐ Awards
 - ☐ Client logos
 - ☐ Personal information protection

- ☐ **Testimonials:**
 - ☐ Believable
 - ☐ Using full names and images
 - ☐ Reinforcing unique value proposition
 - ☐ Using data behind the value service / product delivers
 - ☐ Addresses fears and explains how they were eliminated

Tip: "This is great!" is not a great testimonial. Check out this article for some examples of truly great testimonials.

- ☐ **Call to action:**
 - ☐ One per page
 - ☐ Visually prominent
 - ☐ Clear
 - ☐ Compelling
- ☐ Link to Contact page from footer
- ☐ List a phone number

Tip: If nobody is clicking on your otherwise perfect call-to-action button, try burying it further down

the page. Your visitors might need more information before making a commitment.

Easy conversion process

- ☐ Minimize number of steps to reach the goal
- ☐ Prominent link to Contact / Services page
- ☐ Form inputs:
- ☐ Easy to use
- ☐ Ask only for the necessary information
- ☐ Prominent call to action
- ☐ Secure your site with HTTPS

Three main reasons to switch to HTTPS:

- 1) According to research, over 80% of the users would abandon a purchase if a site isn't using HTTPS.
- 2) Google already displays a "this site is not secure" warning in Chrome browser for all HTTP sites that require users to input passwords or credit card information. Soon this warning will be even more prominent and hit all HTTP sites with no exceptions.
- 3) Sites with HTTPS are given preference in search rankings.

Make it easy to contact you

- ☐ Use contact form instead of email address
- ☐ Link to Contact page from navigation

ARE YOU A NEW START UP OR AN EXISTING BUSINESS WHO WANTS TO MAKE MORE OF THE INTERNET. HERE ARE SOME OF THE SERVICE WE PROVIDE

Web Design
Responsive Mobile Design
ecommerce
Copy Writing
Training
360 Virtual Tours
Drone Video
Intro Videos
Sub Titles

Text To Speech
SEO
Social Media
Face book Ads
Google PPC
You Tube Channel
You Tube Advertising
Content Marketing

Contact us today for a free no obligation discussion on how we can help you use the Internet, to expand your client and customer base, helping to grow or maintain your market share.

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