

WHAT TO PUT ON

YOUR

website

A page-by-page
website content
checklist.



Take action

CHECKLIST	YES	NO
Use this list to review or plan each page of your site	<input type="checkbox"/>	<input type="checkbox"/>
List the items you want to improve	<input type="checkbox"/>	<input type="checkbox"/>
Make your website AWESOME!	<input type="checkbox"/>	<input type="checkbox"/>



you've got this!

Use this checklist to plan the site you deserve.

Ignore budget and technology hurdles for now. You can always scale back later. There are so many ways to accomplish your goals. But first you have to consider them possible.



Need to know how much it costs to build your website?

Online Website Quote Generator

Skip the sales pitch & jump straight to the numbers.

When it comes to websites, there are exceptions to every rule except one...

The Coffee Cup Rule

Your website should be as easy to use as a coffee cup.

No thinking required. Just pick it up, use it, set it back down, repeat.

A hard-to-use site causes you to lose valuable opportunities to make connections with prospects.



website wide

CHECKLIST	YES	NO
Don't use mobile navigation on desktop	<input type="checkbox"/>	<input type="checkbox"/>
Resize images so they load quickly	<input type="checkbox"/>	<input type="checkbox"/>
Design your site to be mobile friendly & ADA compliant	<input type="checkbox"/>	<input type="checkbox"/>
Write content a 6th grader can understand	<input type="checkbox"/>	<input type="checkbox"/>
Use dropdown menus to avoid overcrowding main nav	<input type="checkbox"/>	<input type="checkbox"/>
Set up Google Analytics to monitor site traffic	<input type="checkbox"/>	<input type="checkbox"/>
Include important contact information in the footer	<input type="checkbox"/>	<input type="checkbox"/>
Share links to social media & your privacy policy	<input type="checkbox"/>	<input type="checkbox"/>

home

CHECKLIST	YES	NO
Your logo and name	<input type="checkbox"/>	<input type="checkbox"/>
Why you rock in words a 6th grader can understand	<input type="checkbox"/>	<input type="checkbox"/>
Explain who you serve	<input type="checkbox"/>	<input type="checkbox"/>
What you do	<input type="checkbox"/>	<input type="checkbox"/>
Why you're better than the other guys	<input type="checkbox"/>	<input type="checkbox"/>
Share testimonials if you have them	<input type="checkbox"/>	<input type="checkbox"/>
Showcase an upcoming event, special or news	<input type="checkbox"/>	<input type="checkbox"/>
Guide people to important info like contact, services etc.	<input type="checkbox"/>	<input type="checkbox"/>
Share where you're located	<input type="checkbox"/>	<input type="checkbox"/>
Authentic imagery	<input type="checkbox"/>	<input type="checkbox"/>

goals

- 1** Tell visitors what you do in a few seconds.
- 2** Anticipate what people are looking for and help them find it without thinking.
- 3** Guide visitors where you want them to go.

about

CHECKLIST	YES	NO
Explain why you do what you do	<input type="checkbox"/>	<input type="checkbox"/>
Share why you decided to start your business	<input type="checkbox"/>	<input type="checkbox"/>
Consider a timeline with milestones	<input type="checkbox"/>	<input type="checkbox"/>
Share statistics to highlight your awesomeness	<input type="checkbox"/>	<input type="checkbox"/>
Encourage people to visit your services page or news	<input type="checkbox"/>	<input type="checkbox"/>
Share testimonials or success stories if you have them	<input type="checkbox"/>	<input type="checkbox"/>
Post staff photos, titles, names & contact info	<input type="checkbox"/>	<input type="checkbox"/>
Include images of founders and staff	<input type="checkbox"/>	<input type="checkbox"/>
Show the vision of where you're headed in the future	<input type="checkbox"/>	<input type="checkbox"/>
Share your goals as a business	<input type="checkbox"/>	<input type="checkbox"/>

goals

- 1 Small companies might share everything on one page.
- 2 Larger companies may have separate pages for About, History and Staff.
- 3 If people aren't familiar with your product or service consider including a page explaining what it is.

services

CHECKLIST	YES	NO
Describe your service - shoot for around 500-800 words	<input type="checkbox"/>	<input type="checkbox"/>
Include photos of real people receiving the service	<input type="checkbox"/>	<input type="checkbox"/>
Encourage people to contact/schedule/apply	<input type="checkbox"/>	<input type="checkbox"/>
Share testimonials and success stories if you have them	<input type="checkbox"/>	<input type="checkbox"/>
Give contact information for service specific questions	<input type="checkbox"/>	<input type="checkbox"/>
Include links to download brochures	<input type="checkbox"/>	<input type="checkbox"/>
Provide links to intake forms	<input type="checkbox"/>	<input type="checkbox"/>
Answer frequently asked questions	<input type="checkbox"/>	<input type="checkbox"/>
Share processes prospects need to be aware of	<input type="checkbox"/>	<input type="checkbox"/>
Provide pricing or pricing calculator when appropriate	<input type="checkbox"/>	<input type="checkbox"/>

goals

- 1 Create a page for EACH of your services.
- 2 Consider creating a landing page or section for each of your target markets to make relevant information easy to find.

blog/news

CHECKLIST	YES	NO
Share title, photo, description and a read more link	<input type="checkbox"/>	<input type="checkbox"/>
If you're short on photos plan for a photo free page	<input type="checkbox"/>	<input type="checkbox"/>
If your title is descriptive you don't need a description	<input type="checkbox"/>	<input type="checkbox"/>
Add buttons at the bottom of the page for pagination	<input type="checkbox"/>	<input type="checkbox"/>
Consider allowing visitors to sort news by category	<input type="checkbox"/>	<input type="checkbox"/>
Plan categories before posting to keep news organized	<input type="checkbox"/>	<input type="checkbox"/>
A search feature helps people find news quickly	<input type="checkbox"/>	<input type="checkbox"/>
Consider sharing the publish date	<input type="checkbox"/>	<input type="checkbox"/>
On individual news pages link to other similar articles	<input type="checkbox"/>	<input type="checkbox"/>
When linking to news on other sites include an overview	<input type="checkbox"/>	<input type="checkbox"/>

goals

Keep people up-to-date by sharing:

- ✓ New products or services
- ✓ Highlight staff and partner companies
- ✓ Answers to commonly asked questions
- ✓ Event photos and recaps
- ✓ Success stories and testimonials



Testimonials

CHECKLIST	YES	NO
Testimonials should be added throughout the site	<input type="checkbox"/>	<input type="checkbox"/>
You can group them on a page also	<input type="checkbox"/>	<input type="checkbox"/>
Think like a shopping site - share testimonials in context	<input type="checkbox"/>	<input type="checkbox"/>
Share photo, name, title, testimonial	<input type="checkbox"/>	<input type="checkbox"/>
Try to keep testimonials short	<input type="checkbox"/>	<input type="checkbox"/>
Video testimonials can add impact	<input type="checkbox"/>	<input type="checkbox"/>
Get permission before posting	<input type="checkbox"/>	<input type="checkbox"/>
Pull in Google Reviews with a plugin or widget	<input type="checkbox"/>	<input type="checkbox"/>
Pull from thank you notes, emails, social posts	<input type="checkbox"/>	<input type="checkbox"/>

goals

Testimonials work best when placed throughout your site to add value.

If Amazon grouped all the reviews for all their products on one page you'd abandon that page pronto. Add your testimonials in spots where they add value to the claims you're making about your products or services.

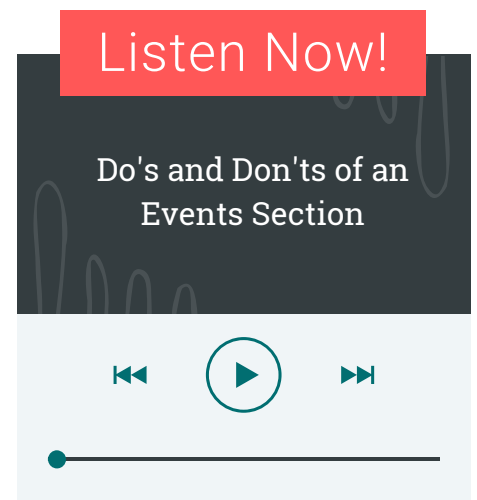


events

CHECKLIST	YES	NO
Create a landing page that links to each event	<input type="checkbox"/>	<input type="checkbox"/>
Format 6 + events per month in a calendar format	<input type="checkbox"/>	<input type="checkbox"/>
If you only have a few events at a time format in a list	<input type="checkbox"/>	<input type="checkbox"/>
Each event should have its own page	<input type="checkbox"/>	<input type="checkbox"/>
Each event page needs a clear title, date, time & location	<input type="checkbox"/>	<input type="checkbox"/>
Add a sign up or RSVP form	<input type="checkbox"/>	<input type="checkbox"/>
Share event descriptions, agenda and dress code	<input type="checkbox"/>	<input type="checkbox"/>
Link to fliers or external sites for signup forms	<input type="checkbox"/>	<input type="checkbox"/>
Include who to contact for information or to sponsor	<input type="checkbox"/>	<input type="checkbox"/>
Share testimonial and photos from past events	<input type="checkbox"/>	<input type="checkbox"/>

goals

- 1 If you have long-standing annual events, always use the same page to promote them so when it shows up in a Google search, it always has the right date!
- 2 For recurring events like meetings or classes that don't require sign up, a Google Calendar embed may be ideal.



resources

CHECKLIST	YES	NO
Create a landing page with links to resources	<input type="checkbox"/>	<input type="checkbox"/>
Consider sharing: image, title, type, category, description	<input type="checkbox"/>	<input type="checkbox"/>
If all resources are PDFs open the PDF on click	<input type="checkbox"/>	<input type="checkbox"/>
If not linking to PDFs link to individual resource pages	<input type="checkbox"/>	<input type="checkbox"/>
Allow visitors to sort by type, category or target market	<input type="checkbox"/>	<input type="checkbox"/>
Plan categories before posting to keep news organized	<input type="checkbox"/>	<input type="checkbox"/>
A search feature helps people find news quickly	<input type="checkbox"/>	<input type="checkbox"/>
Each resource page needs a clear title and description	<input type="checkbox"/>	<input type="checkbox"/>
Consider featuring like resources on individual pages	<input type="checkbox"/>	<input type="checkbox"/>
Link to services that relate to the resource	<input type="checkbox"/>	<input type="checkbox"/>

goals

- 1** Get people to the resources they need to find quickly. Add logical and easy to find sort and search features.
- 2** Consider sorting by target market. For example, if some resources are for just new clients - create a landing page for them.
- 3** Resources don't necessarily need images. Or need to be in a grid. Use the layout that's easiest to read.

contact

CHECKLIST	YES	NO
Location map	<input type="checkbox"/>	<input type="checkbox"/>
Link to driving directions	<input type="checkbox"/>	<input type="checkbox"/>
Physical address	<input type="checkbox"/>	<input type="checkbox"/>
P.O. Box	<input type="checkbox"/>	<input type="checkbox"/>
Link to your email	<input type="checkbox"/>	<input type="checkbox"/>
Email form	<input type="checkbox"/>	<input type="checkbox"/>
Important phone numbers	<input type="checkbox"/>	<input type="checkbox"/>
Hours of operation	<input type="checkbox"/>	<input type="checkbox"/>
If you're hard to find include a photo of your location	<input type="checkbox"/>	<input type="checkbox"/>
Fax number	<input type="checkbox"/>	<input type="checkbox"/>

goals

1

If they often call in for a specific department with a different number than your direct line, then include the number and email.

2

Consider adding a reason for contacting to your email form, such as employment interest or service type, so you know who to direct the inquiries to within your team.

need a second opinion?

We can take a look.

Get a Free Video Review of Your Website.

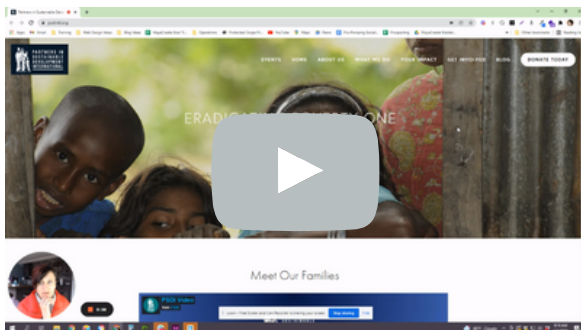
Convince your boss (or just yourself) that your website concerns are valid.

Or maybe find out your site is a-okay.



REQUEST A
REVIEW

It feels like free consulting because it is.
See for yourself...



Thanks again for the review, for your kindness in pointing out the positives and your careful and gentle explanations of where we need to improve. I will be sharing this with our team!"



Linda Gregersen
Zambia Mission Fund