

Website Optimization Checklist – 3 “Keys” to 2-5x Your Website Conversions

Battle Plan For Website Success
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1 Do your viewers trust you?

- Clearly stated value proposition?
- Do you have a way to contact you at the top of every page?
(i.e a phone number, call-to-action to a form.)
- Logo at the top of every page
- Social Proof: Testimonials, Certifications, Awards, Affiliations, Partner Logos, etc.
- Does your website have clearly visible policy and terms of service?
- Can people access the most important parts of your site easily and quickly?
- Do you have testimonials from happy customers on your website?
- Do you have your social media accounts linked up to your website?
- Is your website design consistent with rest of your brand?

2 Does your site give value to the viewer?

- Does the design elevate the key content that needs to be communicated and support the copy, instead of distract?
- Do you have clear navigation?
- Is your website’s design mobile-friendly?
- Does your site load under 3 seconds?
- Imagery/video that resonates with your buyer persona?
- Do you have a blog?
- Do you publish at least one new blog article a month?
- Are you creating and sharing downloadable content?
(i.e. eBooks, infographics, checklists, tools, etc.)?
- Case Studies or Success Stories demonstrating your process?
- Would your viewer feel they have learned something beyond just to contact you?

3 Are you getting value back from your website?

- Are you collecting email contacts? Email subscribers?
- Do you have those emails automatically go into a list?
- Do you have page-specific landing pages for each offer?
- Do you have a call to action on each of those landing pages?
- Are you highlighting your call-to actions by using contrast?
- Are you asking your viewers to subscribe to your blog?
- Do you have a general contact form?
- Do you have some sort of analytics installed on the site to collect data?

With our Website and Digital Marketing consultations, we can go in-depth as to what your company needs to get the results you want. With our Battle Plan for Website Success, we can put together a step by step plan to help your business get to the next level.

Go to <https://calendly.com/hughbanksdesign/free-call/> to set up your free 30-minute complimentary consultation and evaluation.