

Step 4 Your Website Checklist

Who Is It For?

- ☐ Do you say what you offer?
- ☐ Is it immediately visible near the top?

Video

- ☐ Do you have a video prominently positioned?
- ☐ Does it contain either you or images of your business?

Call To Action

- ☐ Book online button immediately visible.
- ☐ Other Calls to Action eg. Request appointment here / Call us now / Message here.
- ☐ Repeated buttons, so you have 1 at the top, 1 at the bottom and 1 somewhere in the middle.
- ☐ Do they all work when you click on them?

The Body

- ☐ The writing – does it say 'you' more than 'we'?
- ☐ Does it build trust?
- ☐ Testimonials or Reviews
- ☐ Include Awards

User Friendly

- ☐ Test it on computer / ipad / mobile phone. Does it alter to fit?
- ☐ Does the menu work
- ☐ Do all the links and buttons work

Contact

- ☐ Can your clients easily contact you.
- ☐ Does each page have a book online button
- ☐ Include your address and phone number at the bottom
- ☐ If you want your clients to call to book – then make sure your number is also at the top.

There is much more you can do to enhance your website, including Unique tracking and installing Google Analytics, especially if you want to advertise. But start with this first!