**Blogger/Influencer Website Success Checklist**

**General Checklist**

* You Have followed all Principles of the Website Success Checklist
* You Have followed all Principles of the New Website Success Checklist
* You are Actively Engaged on improving the website and creating new offers

**System & Technical Success Checklist**

* You Have Chosen the Blogging/Influencer Platform That Works Best For Your Business
* You Have Done An Immense Amount of Homework Around The Blogging/Influencer Platform You Are Using & Are Sure It Fits With Your Short/Long Term Goals
* You Have Implemented All Software you NEED For The Website and Not Just “Nice to Haves
* Your Website Has the Ability to have Comments & Engagement
* Make Sure Your Software Licenses Are Configured Properly And Have Documentation & Payment Covered For Renewals
* Your Website Server & Host is Built to Handle Current Traffic & Projected Future Traffic Effectively
* You Have the Ability to Add Email Newsletter Sign Ups
* Your Website Has a Caching System for Faster Speeds
* Users Should Be Able To Opt In/Out Of Website Newsletters

**Content Systems**

* You Have the Ability to List & Display Landing Pages
* You Have the Ability to List & Display Collections
* You Have the Ability to List Article Categories
* You Have the Ability to List Tags
* You have a 404 Template Built
* You have a Sitemap Active On Your Website
* You have a Search Template Built on Your Website

**Story Telling / User Experience Checklist   
Base Story Telling**

* You Have your Logo / Name on the Header Template
* You Have an Effective Navigation System Just By Or Under Your Logo On Your Header
* You Have an Effective Search System On Your Website That Can Lead to Blog Posts By Using It (You can Place on Pages/Posts/Categories/Collections/Header/Footer)
* Your Navigation Should List Out Your Categories in Great Organization
* You Have an Effective Footer That Helps Users Navigate To More Important Links & Outbound Areas Your Business Resides
* You Have a Contact Page with a Contact Form
* You Have an About Page That is Engaging And Certifies Your Brand
* You Have a Blog Page That Has a Display Of Articles & Article Categories That Helps Your Users Stay Informed
* All Pages, Blog Posts, Help Center Forums, Products and Collections all are Telling a Good Story For Your Customers That Not Only Captivates But Informs & Motivates The User to Buy Eventually Take Action on the Result You Want (Ex. Buy Something, Subscribe, Fill out a Form etc.)
* Your Website Has a Privacy Policy, Terms of Use, Refund Policy, Cookie Policy & More Legal Documentation To Protect You and Your Business

**Home Page**

* Your Banner Section / Top Section of the Page has your Latest Blog Posts / News
* Your Home Page has a Great About Section
* You Have a List of Categories in Good Styling (Keep Ease-of-Use In Mind) and List it in your Landing Page
* You Have a Instagram/TikTok/Facebook Feed On Your Landing Page
* If You Have Been Credited By Publications/News Media/Brands, add an As Seen On Section on Your Landing Page
* Add a Booking/Contact Form on Your Home Page
* Add Your Email Newsletter Sign Up Form On Your Home Page

**Blog Page**

* Your Blog has a Clear Listing of Active Blog Posts
* Your Blog is Active with 2 or 3 Posts per Week
* Your Blog Page Has Collection/category listings making Users Navigate to Particular Content That May Help Them
* Your Blog Posts Are Informative & Less Promotional
* Your Blog Posts Answer the Underlying Question of the Topic Being Written About
* You Have Analyzed Top Competition Blog Posts Before Blogging
* You Have Photos Relative to the Topic in your Article
* Your Blog Posts have infographics, videos, and more media than just photos (Optional)
* Your Content is Engaging
* Add Share Buttons To Your Blog Pages / Posts
* Add Relative Imagery/Infographs/Videos or other Media to your Posts

**About Page**

* Your About Page is Personalized Around Your Branding
* Your About Page Has a Banner Displaying Your Location or Picture of the Team or Making of the Product
* Your About Page Should Have a Story About the Influencer
* Your About Page Should Have a Latest Article Section
* Your About Page Should Have a Section Leading to the Ability of Contacting You
* Your About Page Should go in Detail on Why Your Personal Brand is Important
* Your About Page Should go in Detail on your Mission to Help Your Viewers Solve Their Problem & Intrigue Their Intest About Your Mission To Help Alleviate the Problem

**Contact Page**

* Your Contact Page should have a Banner Of Your Location/Business
* Your Contact Page should display a Map of Where Your Business is Located
* Your Contact Page should have a Brief Form with Autocomplete Features for Users to Send in Requests
* Your Contact Page should have access links to the FAQs Page
* Your Contact Page should have access links to your Social Media Pages and Directions to your Location
* Your Contact Page should have your Business Phone Number, Address & Email Address

**SEO Success Checklist**

* Google Analytics Is Installed To Your E-Commerce Website
* Google Search Console Is Integrated With Your Website
* You Have Submitted Your Sitemap to Google Search Console
* Bing Webmaster Tools is Integrated With Your Website
* You have Submitted Your Sitemap to Bing Webmaster Tools
* You Are Properly Using Schema Data To Communicate with Google About Your Pages/Products/Collections
* You Have an SEO Integration On Your Website (App/Plugin)
* Do Keyword Research for Each Page, Blog Post, and Blog Category in your Store
* Integrate the Proper Keyword On Each Content Type
* Make sure you are effectively getting your Message Across to the User and Are Following SEO Standards to ensure a good experience
* Eliminate the Use of Plagiarism and AI as much as you can in your copy
* Ensure Your Website Loads in less than 1.5 seconds
* Add Caching to your Website to Speed The Website Up
* All Images are Optimized, Are in Next-Gen Format, and Have Alt Text On Them
* Have Social Media For Your Business and Be Active (Facebook, Instagram, WhatsApp, TikTok, Pinterest, X/Twitter, Threads, and Snapchat)
* Use ABSOLUTELY NO STOCK Images and All Natural & Organic Photos
* Double Check You Are Following The SEO Section in the Website Success Checklist
* During Your Double Check - Really Analyze Your Content and Placements On Your Website
* You Have 301 Redirects Set for Content that no longer exists
* You Have an Effective and Clean Off-Page/Off-Website Marketing Strategy to Naturally Bring in Backlinks, and Referrals to your business
* You have a Robots.txt file on your Server
* Mentioned Before, but again, you have a Sitemap for your Website
* Have a Google My Business, Bing Business, Yelp Listing for Your Business (Optional)
* You Are Managing Online Listings (BBB, etc) (Optional)

**Pay Per Click Success List**

* Have an HVCO Offeer for Your Customer so they can automatically sign in to your Email Newsletter so that if they should leave the
* You have Landing Pages that are Blacklisted from Search Engines Specifically Designed for Funnels & Sales
* Your PPC Landing Pages / Product Pages Have a Strong Offer
* Your PPC Landing Pages / Product Pages Have Captivating Top Heading Text and Massively Supportive Sub Headings
* Below Your Sub-Headings, You have Benefits & Features of Your Products That Motivate the User to Immediately Buy
* You Have a Strong Video / Appointment Scheduling Software With the Top of the Page
* You Have Scarcity Messages On Your Strong Offer
* You Have Client/Customer Testimonials in Video/Photo Format
* You Have Google, Facebook & In-Store Reviews On Your Landing Page
* You Have an Introduction Section that is Brief But Deeply Connects With Your Target Audience
* You Have a Why Choose Us Section / Why Choose The Product Section in your Landing Page
* You Have a Call to Action Section with more Strong Headings to Motivate the User to Buy
* You Have an Informative Section that Follows and provide facts of the service provided or product you are selling
* Close the Page with a Checkout Form With Scarcity Messaging

**Social Media Success Checklist**

* Have a Social Media Feed (Instagram) on your E-Commerce Website on Products & Landing Page
* Have Social Media Listed on your Website
* Promote on Facebook
* Promote on Instagram
* Combine Facebook, Instagram & WhatsApp on Meta Business Suite
* Promote on LinkedIn
* Promote on TikTok
* Promote on Pinterest
* Promote on Snapchat
* Promote on YouTube
* Post a Minimum of 3 Posts per Week
* Post Shorts/Reels At least 4 / 5 times per month
* Promote Your Social Media Pages & Grow Your Social Media Brands
* Have an Effective Growth Strategy For Your Social Media like Your Website

**CRO Checklist**

* You have Prominent CTA On your Home Page
* You can see directional cues Above the Fold of your web page.
* Your CTAs Stand out with Color Contrast, Big Enough Size and Usage of Font is Noticeable Immediately
* White space and directional cues are included on your CTA
* Your Headline, Sub-Headline and Text should be absolutely clear, descriptive and create desire to take action on
* Your page is not ALL OVER THE PLACE and clutter is kept to the minimum
* Your page is Visually Appealing and Consistent to your Brand
* Your Copywriting is Clear, Concise, and Conversational
* Your Copywriting is not ALL Salesy
* Your Copywriting communicates value and trust
* Your Forms are Labeled Clearly
* Your Forms are Minimum (The more work, the less conversions)
* Your forms detect errors before submission
* Form Submissions take you to a Thank You Page
* Your Information From Forms Sync to a CRM/Automation Tool for your Business
* Your User Receives Offers
* Your Landing Pages are Indexed/Not Indexed as Intended (Keep Paid Advertising Landing Pages as Non-Indexed so you do not get flagged for doing something differently from what you need to do for your SEO)
* You only have ONE CTA On your Landing / Product Page
* Your offer is consistent with the preceding Advertisement or offer
* It follows Landing Page Best practices. (Exceeds customer expectations when landing on your page and takes them to a journey right to your bank)
* Popups/Chat Appear only on pages needed.

**Website Success Checklist**

* Follow the Guidelines that relate to your Blog Website
* to the Business Website Success Checklist
* Follow the Guidelines to the Blogger Website Success Checklist (Again)
* Follow all Guidelines on the Website Success Checklist (Again)
* Follow all Guidelines on the New Website Success Checklist (Again)
* Follow all Guidelines to the Website Penalization Recovery & Prevention Success Checklist