**Business 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
* Your Website Is Connected To Social Media Platforms & Online Listings
* Your Business Has All Means to Handle Form Submission On The Website
* You Are Actively Engaged On Improving The Website and Creating New Offers
* You Have Ad Platforms Connected On The Website

**System & Technical Success Checklist**

* You Have Chosen the Website Management Platform That Works Best For Your Business
* You Have Done An Immense Amount of Homework Around The Website Management Platform You Are Using & Are Sure It Fits With Your Short/Long Term Goals
* You Have Implemented All the Software you NEED For The Website and Not Just “Nice to Haves
* 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
* Your Website Has the Ability to Capture Leads by Forms / Form Submissions
* Your Website can Collect Newsletter Sign Up Lists
* Users Should Be Able To Opt In/Out Of Website Newsletters
* Your Website Has a Privacy Policy, Terms of Use, Refund Policy, Cookie Policy & More Legal Documentation To Protect You and Your Business

**Content Systems**

* You Have the Ability to List & Display Landing Pages
* You Have the Ability to List & Display Collections / Categories / Archives of Specified Content
* You Have the Ability to List Products
* You Have a Cart, and Checkout Page Active
* You have a 404 Template Built
* You have a Sitemap Active On Your Website

**Story Telling Checklist**

**Home Page**

* Have a Banner That is Captivating and has an Immediate Offer of your Service
* Have a Means of Contact such as a Contact Form / Lead Form on Your Landing Page
* Add a Means Of Contact to the Top Banner or make a Button on the Top Banner that Skips to the Section with the Means of Contact
* Have a Brands / As Featured By In The Home Page
* You Have Customer Reviews On Your Home Page
* You Have an About Section on the Home Page
* You Have A List of Services Provided Section On The Home Page
* You Have an Article Informative Section on the Landing Page
* Your Landing Page Should Target the Toughest Keyword in your Industry Niche
* Your Landing Page Should have a Call To Action on an Active Sale / Special Offer and an Email Newsletter Sign Up That Connects To Your Website Email List

**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 Company’s Founding & Founders
* Your About Page Should Have a Meet The Team Section
* Your About Page Should Have a Latest Article Section
* Your About Page Should Have a Section Leading to the Ability of Contacting the Company / Contact Page
* Your About Page Should go in Detail on How The Product/Service is Made/Done and Why You Believe In Your Products
* Your About Page Should go in Detail on your Mission to Help Your Customers Solve Their Problem
* Your About Page Should have Customer Reviews on Your Google My Business Page
* Your About Page Should Have a Video About Your Company (Optional)

**Service Pages & Services Pages**

* Your Service Page Has a Strong Action Shot of the Banner Section
* Your Service Page Starts With How Your Company is the Right Solution
* Your Service Page Can Also Start or Follow With How You Get the Job Done
* Your Service Page Clearly Lists the Services Your Business Provides For Your Customers
* Each Service For Your Business Should Have Its Own Landing Page
* Add Customer Testimonials to your Main Service Page
* On Your Specific Service Page Show The Customer   
  -Inform the Customer About Their Problem  
  -How This Service Helps Them With Their Problem  
  -Add Authority as to Why Your Company can provide the Solution to the Problem
* Make Sure any Additional Service is Added to your Services Tab on your Main Menu Navigation

**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 The User Get Informed and offer your business to be the authority to solve their problems
* 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 Content is Engaging and Helps the Reader Solve their Problem Genuinely
* Your Blog Posts have infographics, videos, and more media than just photos

**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 Business 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
* Have a Google My Business, Bing Business, Yelp Listing for Your Business
* Your Website Has a Caching System for Faster Speeds
* You Are Managing Online Listings (BBB, etc)
* 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, Product, Collection, 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

**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 all Guidelines to the Business Website Success Checklist
* Follow all Guidelines on the Website Success Checklist
* Follow all Guidelines on the New Website Success Checklist
* Follow most Guidelines to the Blogger Website Success Checklist That can help Grow your Blog
* Follow all Guidelines to the Website Penalization Recovery & Prevention Success Checklist