

ULTIMATE WORDPRESS WEBSITE CHECKLIST

You've started a new website. WordPress is your tool of choice. Now, what do you actually put on your website? Here's a checklist of the most important and / or useful aspects of a website.

WELL-DESIGNED HEADER

Your header should convey your brand as well as convey the main benefit of your website. Remember that your header appears on every single page in your website, which means it has a huge influence on the overall vibe of your site.

CLEAR NAVIGATION BARS

Your navigation should be easy to understand, with links to the most important parts of your website. Navigation bars are usually along the top, along the side of the site or both. Sometimes website will have a main navigation on along the top, with a sub-navigation bar below it that changes based on what category the user is in.

ADDITIONAL NAVIGATION

A search box in the upper right corner can really help users get around larger websites.

ABOUT US

What makes you or your company credible? What's your backstory? An about me or about us page gives your users a chance to get to know you and your company better. By the time someone clicks on your about page, they're already interested enough in

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your work to learn more about you. You're not forcing your autobiography on your readers, but you're putting it in a place where they can find it if they are interested.

CONTACT INFORMATION

How can users get in touch with you or someone at your company? If you can include a phone number, along with an email, not only will it make it easier for people to reach you, but also increases your credibility. At the very least, if you want to increase contacts, have a contact form that sends you an email when they fill it out.

CONCISE VALUE PROPOSITION

What does your website bring to the table? What can people learn from being on your website? Why shouldn't they click away and go to a different site? The value that your users can gain from your website should be stated on the homepage in an easy to understand manner.

PROOF ELEMENTS

Do you have elements on your site that can be used to increase your credibility? For example: testimonials from clients, photos of results, or radio or TV shows that you've been hosted on. Anything that will make you sound more credible to your users should be prominently showcased.

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SOCIAL MEDIA BUTTONS

Make it easy for people to share your work on Twitter, Facebook and other social media platforms. Each of these platforms will give you small bits of code you can put on your website to create "LIKE" buttons "FOLLOW" buttons and so on. Put these on the bottom or side of every post or article to spread your social media reach. There are plugins that will automate this process as well.

Your website is one of the most important investments that you will make in your business. A website is the business card of this century. You will want to be sure and present yourself and your business as professionally as possible. This is why I encourage business owners to invest in a professional website created by a professional WordPress website developer such as myself.

I provide high-quality, custom WordPress websites. You can get your FREE, no obligation quote today by clicking the button below:

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ABOUT THE AUTHOR

Others describe Alyssa Avant as an amazing writer and speaker while she believes her best qualities include her determination and perfectionism. Alyssa built a virtual assistant business alongside caring for her three small children. She is 90% self-taught and doesn't let any writing challenge stop her. She is tenacious in making sure that her clients are satisfied with every project she does for them.



Learned from Experience

Alyssa has 9 plus years of experience working with online professionals and business owners. She has helped many authors, speakers, coaches and counselors to build their online presence from the ground up. As a published author and speaker herself, she knows what it takes to be successful. She is published in the *Inspired Women Succeed* book, in numerous magazines, and on various websites. She is also the author of *FaithLeaps: The Christian Mom's Guide to Passion, Purpose, and Profits*, *FaithLeaps: The Christian Mom's Guide to Becoming a Virtual Assistant*, and the creator of the *Christian Charm School Workbook* materials.

Educated

She holds a Bachelor's degree in Psychology from the University of Mississippi and a Master's in Christian Leadership from Liberty Baptist Theological Seminary.

Faith and Family

She loves Coca-Cola Classic, Jesus, her husband, and three precious children (although not in that order). She and her family reside in Carrollton, Mississippi.