**Site Essentials Checklist**

### General Site

- Is your website responsive across all devices - desktop and mobile?
- Is your logo attractive and clearly visible?
- Have you uploaded a site favicon? (A little icon that shows next to your site's URL.)
- Is your navigation bar (primary menu) simple and easy to use?
- Do you have an opt-in above the fold on your home page, i.e. before you scroll down?
- Do all your opt-in forms work? Test them out for the full user experience!
- Does your site load quickly? Tip: go to a site like gtmetrix.com to find out.

### Individual Pages

- Does each page have ONE clear call to action?
- Is your layout attractive, with enough white space and images?
- Is your page easy to read, with a variety of sections, headings and sub-headings?
- Are you using the ‘magic’ rule of three? (3 options/programs/services max per page)
- Are you using enough images for visual appeal?
- Do you have lots of images of YOU (if you’re the brand) or your product(s)?
- Does your copy sound like you…and is interesting to read?

### The Legal Bits

- Do you have a Terms & Conditions page?
- Do you have a Privacy Policy page?
- Do you have a website disclaimer?

**Tip:** When your site is finished, ask 3 or more trusted people to view your site and then tell you: 1) what it is you do, and 2) how you help people. If they can’t answer these 2 questions easily and accurately, you need to work on your message (and possibly your website design/layout).

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