



## Website Effectiveness Checklist

Find out if **your** website meets the following criteria so visitors are engaged, impressed and compelled to take action?

Take the **Web Effectiveness Challenge!**

**Check those that apply to your website...**

### Branding & Identification

- My site expresses the value I bring and my unique competitive advantage.
- My logo is prominently displayed on the header of each page.
- The color scheme is compatible with my logo and overall brand.
- My contact information appears or is linked to from each page of the site.
- My images express the benefits I offer and the feeling I create.

### Navigation & Content

- My site's navigation is consistent throughout the site and easy to find and use.
- My page content is written in a way that expresses me, my brand and my unique offer.
- All pages have been proofed for proper grammar, spelling and punctuation.
- All links function properly and draw my visitors toward my compelling offer.
- Each email account reference has been set up and tested.

### Compelling & Effective

- I offer a free bonus gift on my home page that inspires visitors to provide their names and email in exchange for a compelling free gift.
- My free gift is delivered automatically via an email within minutes of the visitor providing their information.
- My bonus gift appropriately showcases my unique offer and inspires recipients to learn more about my products and services.
- I offer a monthly ezine that enables me to build a relationship over time by providing valuable content and consistent communication.
- I can take orders online through a secure credit card processing service.
- I have an easy-to-access database management system that enables me to manage, update and edit my list of subscribers, clients and products.

### Legal & Compliance

- A copyright notice appears at the bottom of each web page.
- A release or permission has been obtained for all photos used on my website.

- Permission has been obtained to use the work of others and credit has been given when necessary.
- I have a page that outlines the recommended usage policies so I am in full compliance with online retail regulations.

### **Security & Technical**

- I use a secure credit card processing service and display the appropriate logo to instill customer confidence.
- All forms have been tested and function properly.
- Resulting data from sales is properly stored and easily accessed.
- The e-commerce pages bear recognized security emblems.
- My hosting service can support projected traffic and security needs.

### **SEO Maximization**

- Each page has a unique page title.
- Keywords have been embedded into each page.
- My page text includes ample keywords, which improves my search engine ranking.
- I provide a considerable amount of valuable and relevant content in my web pages for optimal SEO.
- I regularly submit my site to search engine or use a submission service to do so.

### **Site Traffic Marketing Plan**

- I am familiar with the top five ways to increase traffic to my site and have selected three methods for my marketing efforts.
- I have a way of tracking orders I receive on my website so that I can thank (and compensate) those who are referring my product and services to their clients.
- I have established clear objectives for my Marketing Plan and know what steps I can take each day/week to create the results I desire.

If you checked off 25 or more items... congratulations! You are well on your way to having a website that will bring you consistent leads and recurring revenue. If not, we would be happy to arrange a free phone consultation with you to discuss how we can help you harness the power of technology to grow your business.

**Contact Jane Deuber at [jane@yourprofitpartners.com](mailto:jane@yourprofitpartners.com) or call 831-375-6856.**

**I look forward to exploring the possibilities together!**