

# 37 Point Website Content and Design Checklist

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Reviewing and updating an existing website can feel overwhelming. It may seem that every page has big problems. But this process doesn't have to be difficult, not with an easy to follow checklist.

Before you begin, make a promise to view your website as your ideal customer would. Try to see it through their eyes. After all, this is who will be seeing and reading your website. Right? So make it easy for them to read, follow and to take the action you would like for them to take.

## **Begin with Your Eyes**

Take a hard look at your website design. Better, view it on smaller tablet and smartphone screens. Still better, ask others for feedback on your website. Give them this list of questions and get their impressions.

1. How easy is it to read on a computer, on a tablet, on a smartphone, in Chrome, in Fire Fox, in Internet Explorer?
2. How attractive is it?
3. Are there pieces on the website that are distracting from the action you want website visitors to take?
4. What does the website design say about the business? Is it serious, frivolous or somewhere between?
6. Will a new visitor understand quickly what you do and who you do it for?
7. Do your calls to action on every page and do they grab people's attention?
8. What do the images say about the business, the website? Are the images interesting, boring or somewhere between?

## Website Pages

9. Review your website analytics to determine which pages are most visited. Are you capitalizing on these visits by having calls to action (e.g. subscribe, downloads, cheat sheets, etc.) in strategic places on these pages?
10. Is the layout and navigation of the website easy for visitors to understand where they will find what they want?

## Website Content Cleanup

Your website could be the most beautiful site on the Internet, but if it doesn't address your audience's problems, your site is a waste of space.

By now you should realize that the primary job of your website is to easily identify and speak to those who already want what you have to offer. And, you've taken the time to get to profile your Buyer Persona so you know them better than you know your Mother. You know what they think, how they speak and what they are seeking. With that mindset, review your website content.

### Home Page

11. Is the content trying to sell or impress random website visitors? Is it talking to your Buyer Persona about their problems that you solve?
12. Does it include customer testimonials?

### About Page

13. As one of the more frequently tapped pages, is the *About* page, about you or is about how you can help your visitors solve their problems?
14. Does the *About* page include a photo of you or of your staff?
15. Does the *About* page include a call to action?

### Product/Service Pages

16. On your product or services pages, have you translated your features into strong benefits that your Buyer Persona cares about?
17. Are your products positioned as solutions that solve their problems?
18. Are you answering the obvious and not so obvious questions your website visitors will have about your products/services?
19. Are you telling the visitor what action to take after they've viewed these pages?

### Contact Page

20. Is the page encouraging interaction or cold and sterile?
21. Does it include other forms of communication in addition to the web form such as email, phone or skype?
22. Do you tell visitors how long it will take for you to respond?
23. Does this page include a photo of your place of business or a Google map with direction so it would be easy for them to find you?
24. Do you give hours of operation so they won't be disappointed if they decide to drop by?
25. Do you encourage visitors to connect with you through social media?

### **Content Tone**

Tone is probably the most difficult to master for website owners. Rather than writing formally, try recording an imaginary conversation with just one customer and then using that material for your content. It will be more conversational, more engaging and that's what you want on your website.

26. Are you using words your Buyer Persona would use? Or are you using industry jargon that few understand?
27. Does the content quickly get to the point or does it ramble on and on and on? Can you make it shorter, punchier?

28. Is the content easy for readers to scan and still get the point?

### **Blog Content**

If you have a blog, then you've spent a lot of time creating content, which is a good thing.

A not so good thing, is that content that is no longer useful, dated and can't be gracefully updated or repurposed is eating up space. It should just be deleted.

But hold on to the good pieces, the evergreen posts. You don't want to redo these.

Your analytics should tell you which pages to keep and which either need to be given new life with an update or repurposed in some way to make it more engaging.

29. Do you have a blog post inventory so you can easily insert internal links to other good material and keep your readers engaged?

30. Does the content educate, present solutions, inform or is it just taking up space?

31. Can you revive a post with solid content with a quick update, a different image, a stronger headline?

32. Is the post optimized for Google with keywords in the Headline, sub-heads, in the image tags and throughout the post?

33. Could you repurpose the content of one blog post or several into an ebook and promote it as a free resource to website visitors?

34. Would it work as an infographic?

35. Could you create a slide presentation that could be posted to Slideshare and generate backlinks for more website traffic?

36. Have you shared really great post(s) on your social media accounts? Can you do so again and reach more people?

37. Did you promote a really great post to appropriate bloggers or industry related sites so it would capture more eyeballs, more readers and therefore create more website visitors for you?

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Thank you for downloading this checklist. I hope you found it helpful in bringing your website up-to-snuff.

Is there more? Yes, there's always more to do with your website, but this 37 point checklist will get you well on your way. Keep these ideas in your head as you are sprucing up your site:

- Always, always begin with your Buyer Persona.
- See your website through his/her eyes.
- Use words, images and graphics to move them to take the desired action without acting like a used car salesman.
- Help him/her fill their wants.
- Be who you are.

If you found this 37 point checklist helpful, perhaps your friends would as well? Feel free to share this checklist with others by [tweeting it out](#) and connect with me online.



**P.S. Not certain how to create a Buyer Persona?** Want to learn how? It is pretty simple and it is so important in all of your online marketing, that it is well worth the effort.

[Marketing Online Made Simple – WHO](#) shows you step-by-step how to create your Buyer Persona. It costs less than a cup of coffee and is a fast read. You can get your copy at Amazon.com.

[Click here to download your copy.](#)



If you would like to contact me directly, feel free to email me at *smh (at) themarketingbit dot com*. I'm always happy to chat about marketing and help in any way I can.

**SHEILA**