

STARTER WEBSITE CHECKLIST



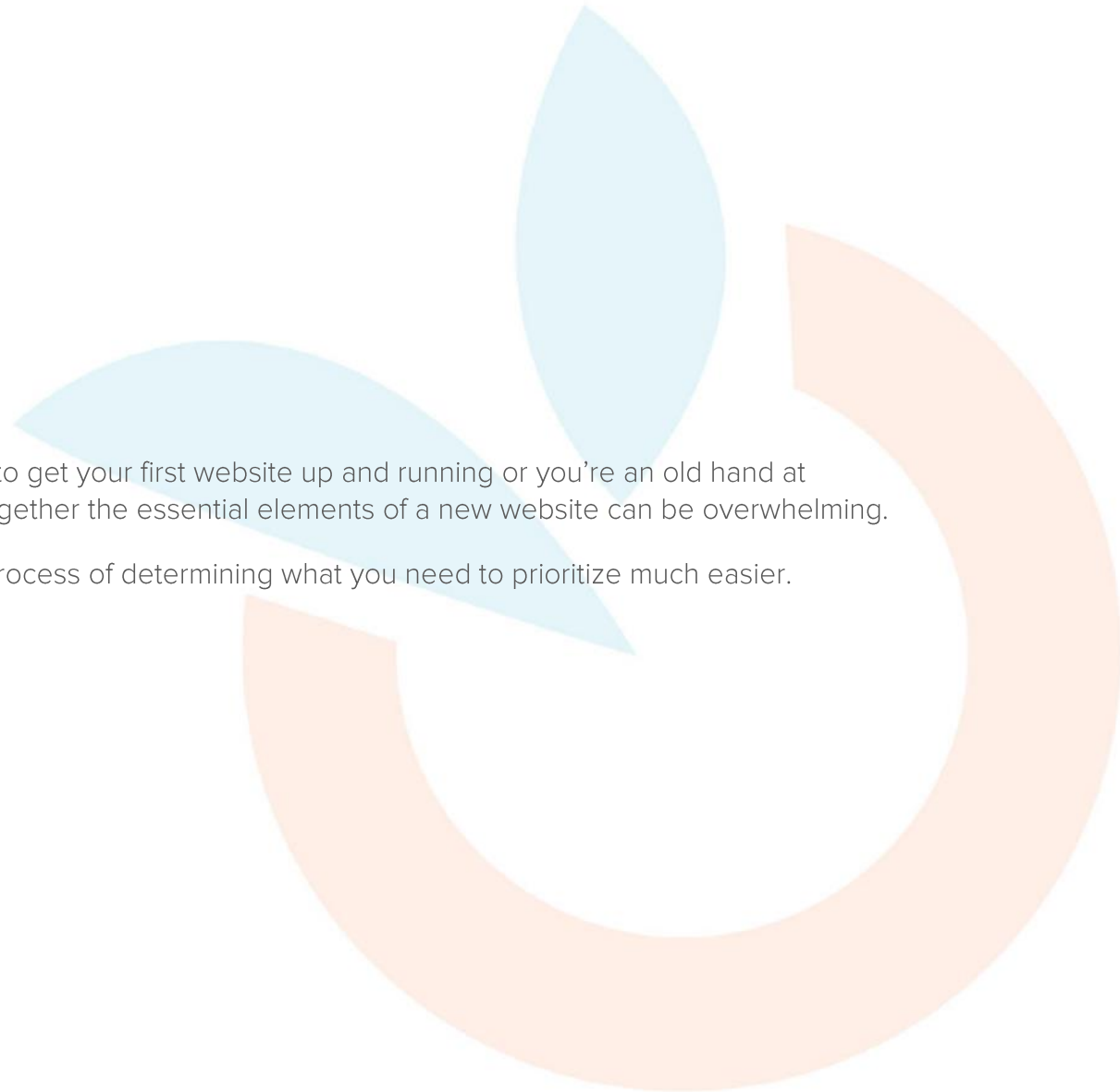


INTRODUCTION

Whether you're brand new to business and want to get your first website up and running or you're an old hand at business but want to launch a new site, putting together the essential elements of a new website can be overwhelming.

I've put together this checklist to help make the process of determining what you need to prioritize much easier.

Sharon Hayes



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Definitions

Here are some useful definitions referenced:

CTA

Call to Action

USP

Unique Selling Proposition

Opt-in Box

Where people enter in their name and email address to subscribe.



STAGE 1: PRE-LAUNCH

While you're working on your website, you'll want to get a landing page and opt-in form up. This will allow you to start mentioning your website before it's finished so you can capture leads. This can easily be created with LeadPages.

ITEM	WHO?	COMPLETE?
One page opt-in		
Photo of you and/or your new logo		
Your USP		
CTA		
Opt-in box		
Connect to your email list		
Set up welcome message		

STAGE 2: CORE SITE

You want to focus on nailing down several key elements first. Then you can add on bells and whistles after!

ITEM	WHO?	COMPLETE?
Home Page <ul style="list-style-type: none"> • Photo of you is a + • Strong CTA with opt-in • USP explained • Social media links 		
About Page		
Contact Page		
Products Page		
Services Page		
Frequently Asked Questions		

STAGE 3: BUILDING

ITEM	WHO?	COMPLETE?
Testimonials		
-or- Case Studies		
-or- Success Stories		
Privacy Policy		
Terms and Conditions		
Earnings Disclaimer		
Blog		