

WEBSITE ATTRACTION MAGNET CHECKLIST



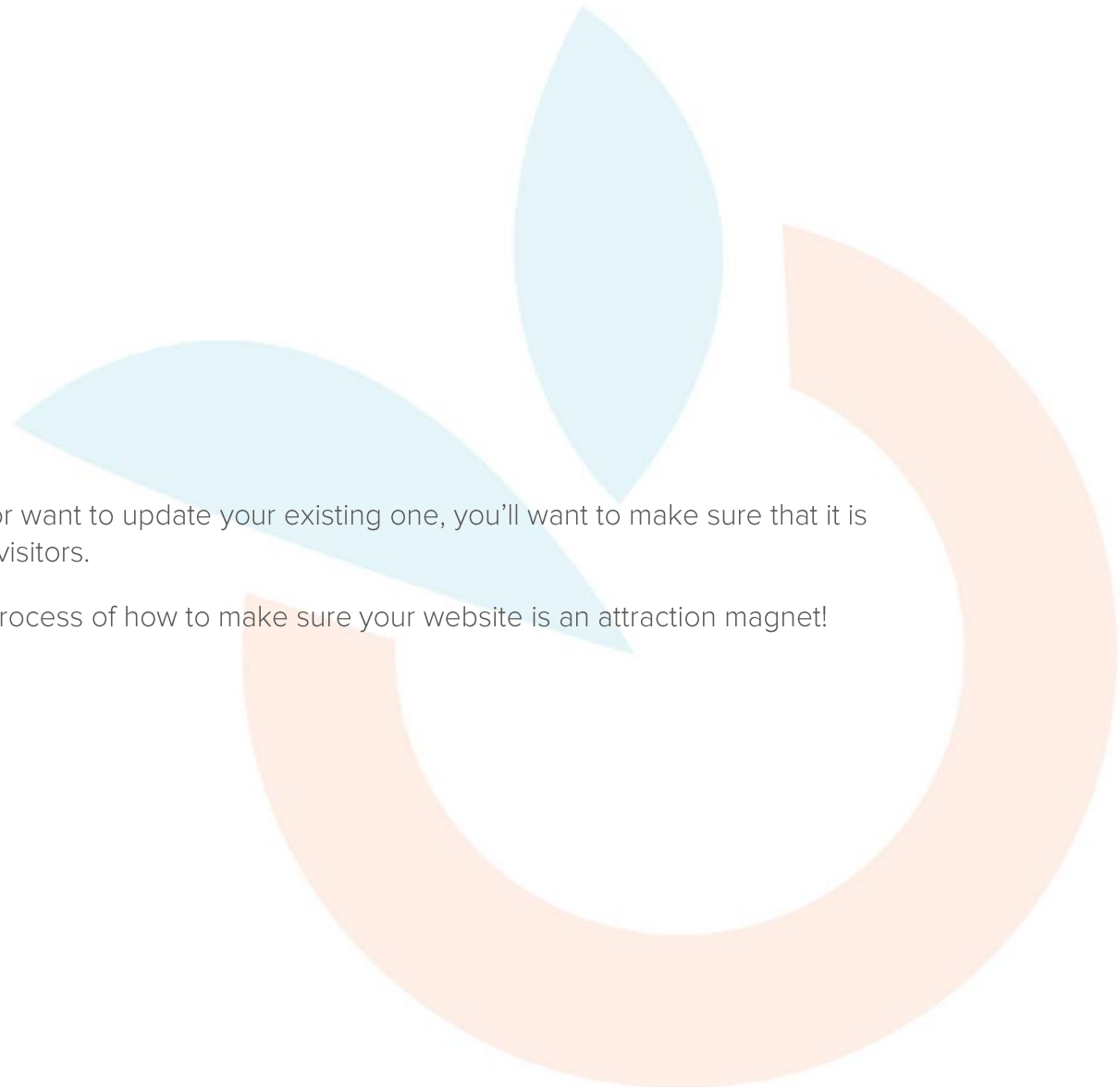


INTRODUCTION

Whether you're setting up a brand new website or want to update your existing one, you'll want to make sure that it is engaging and instills confidence in your website visitors.

We've put together this checklist to simplify the process of how to make sure your website is an attraction magnet!

Sharon Hayes



MUST-HAVE'S

ELEMENT	DONE?
Call to Action: Do a full sweep of your website to make sure every page has an effective call to action. What is next for your visitor?	
Compelling Headlines: Do a full sweep of your website to make sure every page has a compelling headline that draws people in.	
Contact Form: A contact form asking for a visitor's name, email address and question will help ensure that people who have a question can easily reach you.	
Easy to Navigate: Make sure your website makes it easy for visitors to find their way around. Does the flow seem logical and natural? Remember, the more clicks someone has to take to find what they need, the more likely they'll be to leave your website.	
Freebies: You should have at least one freebie (lead magnet) offered prominently on your homepage in exchange for an opt-in.	
Newsletter Subscription: Even if you don't have a lead magnet of some kind, you should definitely be collecting email addresses. I strongly recommend having a separate option on your home page for opting in just to your newsletter since many people may not be interested in your lead magnet.	
Social Media Connection: Make sure it's clear to visitors how to connect with you on Facebook, Twitter, Instagram, YouTube and any other social networks you're active on.	
Testimonials: Make sure to feature testimonials strategically throughout your website.	

SHOULD-HAVE'S

ELEMENT	DONE?
Affiliate/Partner Program: Consider offering a referral program for affiliates and partners.	
Book Listing: If you've written a book, don't forget to feature it at your website along with ordering options for Amazon, Barnes and Noble and other book retailers.	
Events: Do you have free or paid events? You'll want to make sure to feature these on your website.	
FAQ Page: Frequently Asked Questions pages can really make your site feel much more user friendly. You can use it to include information that doesn't fit anywhere else and also to link to other internal pages.	
Freebies: You should have at least one freebie (lead magnet) offered prominently on your homepage in exchange for an opt-in.	
Fresh & Interesting Content: All too often businesses start websites but then don't update them. Make sure to keep content fresh and topical. Also make sure to have content that will draw people in because it's interesting.	
Professional Logo/Header: Having a professionally designed logo and header doesn't have to cost an arm and a leg today. It's a small investment that can pay off.	
Promotional Offer: If relevant, create seasonal or monthly promotions offered on your website to encourage more impulse buying.	
RSS Feed: Offering an RSS feed allows others to subscribe to your website and automatically receive new content via email or their RSS reader.	
Search Functionality: Having search functionality will help keep people on your site longer and reduce the frustration level of visitors.	

ELEMENT	DONE?
Social Bookmarking: Just 2 years ago, I'd have said this was a must have but today social bookmarking sites are not as popular as they once were. Adding a social bookmarking function to your website will allow your visitors to bookmark using their preferred social bookmarking site.	
Social Media Sharing: Make sure to have social media sharing on your blog plus pages you'd like people to be able to share. Be sure to test them to see how sharing will appear too!	

NICE-TO-HAVE'S

ELEMENT	DONE?
Archives for Older Content: If you publish a lot of content, having an easily accessible archive is almost a must. This should be categorized by topic or keyword.	
Awards & Recognitions: Have you received any awards or recognitions within your industry or in general? These can help with credibility.	
"As Seen On" Logos: Have you received coverage on media outlets? Including the logos can add to your website's legitimacy.	
Commenting on Blog Posts: Personally, I really like the idea of commenting on blog posts but unless you're going to make sure comments are responded to, you may want to leave this off of your site.	
Community Support: Does your business support the community in any way? Do you have an active giving campaign? You may want to feature this on your homepage with a link to a separate page so visitors can be aware.	

ELEMENT	DONE?
Downloadables: Downloadables can include audios, PDFs, checklists, wallpapers and more. These can be offered gated (requiring an opt-in to access) or ungated.	
Gamification: Consider offering a contest or something else to encourage engagement.	
Live Chat Support: Add a tool like Drift to your website to incorporate live chat. Just remember that it can be frustrating to visitors when this feature appears on a site but no one is ever actually there to respond.	
Media Page: If you want to get media coverage, having a page dedicated to providing media contacts what they need can be helpful.	
Mobile App: Take advantage of the growth of the mobile industry by creating a mobile app for your business and promoting it on your website.	
New Products & Services Featured: If you're offering a continual stream of new product and services, you'll want to make sure it's easy for repeat visitors to see your latest offerings.	
Partnerships/Affiliations: Do you have any partnerships or affiliations? You may want to include a page for this.	