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TRANSFORM YOUR MARKETING

FREE
STRATEGY
SESSION
INSIDE

17-POINT WEBSITE CHECKLIST

Turn your website from
'online brochure' to
sales machine with the
17 elements every
business website needs.





HI, I'M DAVID.

I HELP BUSINESS OWNERS
IMPLEMENT CLEVER MARKETING
STRATEGIES ONLINE FOCUSED
ON LONG-TERM GROWTH.

When it comes to your business, it's important to know that not all websites are created equal. I've seen business owners spend **thousands of dollars** on a new website that may look pretty but doesn't deliver measurable results.

On the flip side, I've seen simple websites that may not have had all the bells and whistles, but they did one job really well...

GENERATE LEADS AND SELL.

And isn't that the whole point of a website for business? If your website doesn't help your business grow, there really is no point in having one.

I've put together this **17-Point Website Checklist** to help you understand which elements your website absolutely **MUST HAVE** in order to generate leads and sales for your business.

While some of these points may seem obvious, all 17 elements outlined in this guide are crucial and often overlooked (even by web designers!).

When done right and with a sound strategy in place, your website will become your most valuable marketing asset, continuously attracting new customers on autopilot.

So, let's get started!

David

#1

HAVE A CLEAR MESSAGE

The first thing people read when visiting your website should make it very clear what you do and who it's for. A simple formula for this is:

"I'm [NAME OR BUSINESS] and I/we help [TARGET MARKET] to [BENEFIT] without [PAIN POINT]"

Example:

"Hi, I'm David Lee-Schneider and I help business owners to automate their marketing without the tech overwhelm."

#2

HAVE A LEAD MAGNET

A lead magnet is something of value that you give away for free in return for people's name and email address (just like this checklist).

It could be an ebook, a useful template or a discount voucher. Your lead magnet should be displayed prominently - on your home page, your blog and on other relevant pages. A strong lead magnet is the fastest way to build a list of potential customers that you can market your business to.

#3

MAKE YOUR SITE E-COMMERCE READY

If you want your website to help you sell more, it needs to offer people the opportunity to buy something right then and there. Even if you don't run an online business, there are many ways to drive sales online. If you run a restaurant or cafe, for example, you could be selling gift vouchers or set packages. As a service provider, you could pre-sell sessions or take deposit payments online. There is always something you can sell online. The key is to make it as easy as possible to do business with you and having a website with the ability to take payments online quickly and securely is a great way to make life easy for your customers.

#4

START A BLOG

Now, you might think for your type of business you don't need a blog. However, a blog is an incredibly powerful tool for growing your business. It allows you to educate your customers about your products and services, create a need, and gives them a reason to visit your website again and again. Blog posts also help you to rank higher in search engines like Google, helping more people find you.

#5

MAKE YOUR 'ABOUT US' PAGE ABOUT THEM

Most businesses make the mistake to use their 'About' page as a place to brag and list their achievements. It might look something like this:

"XYZ & Co hav been operating since 1997. We are a leader in the ABC industry and pride ourselves in delivering the best customer service..."

I'll stop here, because you're probably already falling asleep. The truth is, nobody really cares about your company's achievements. What they do care about, however, is how you can help THEM.

Hence, try and turn your "About us" page into an "About YOU" page instead. Make sure you also include a clear call to action. Tell them what they can expect when doing business with you and what the next steps are to solving their problems.

#6

ESTABLISH AUTHORITY AND USE CREDIBILITY

On your home page, make it clear that you are a trusted business by displaying the logos of media you've been featured in or other known companies you've worked or partnered with. This helps establish authority and build trust with your website visitors. Don't hesitate to show these logos on other pages, too.

If you take payments online, display payment icons in the footer of your website, as well as secure payment logos from your payment processor, i.e. PayPal or Stripe etc.

#7

SHOWCASE YOUR PRODUCTS AND SERVICES

This might seem like an obvious one, but there are plenty of websites that fail to clearly showcase what it is they actually offering. The clearer you are on what you offer and how your customers will benefit from it, the more likely they are to buy from you.

A confused mind never buys. Provide clarity using tools like price tables, clear product/package descriptions, timelines and other graphics that help to illustrate.

#8

MAKE USE OF SOCIAL PROOF

As humans, we naturally trust people and businesses that other people trust. Testimonials and customer reviews are one of the most powerful tools to show people how good you are at what you do and that they can trust you that you will deliver on your promises.

Ask your customers for a testimonial or review on Google, Facebook, TripAdvisor etc. and then display them in various places on your website. I can help you integrate your website with these platforms, so that new reviews are displayed on your site automatically.

#9

USE AN ANALYTICS TOOL

This may seem a little techie, but Google Analytics is an incredibly powerful business tool. It's free to install on your website and gives you invaluable insights into where your visitors are coming from, the pages they engage with most, where they leave your website, as well as demographics.

The faster you implement this step, the more data you'll collect that you can use to make more informed decisions to optimise your website and business.

Examples: If you realise that 20% of your visitors are from a different part of the world, it might be worth translating your website into a second and third language. If you realise that most people leave on your "About" page, you could try to improve that page or place a call to action at the bottom that points people in the right direction.

#10

INSTALL YOUR FACEBOOK PIXEL

Facebook is arguably the most powerful advertising platform in the world for businesses of any size. Just like Google Analytics, your Facebook Pixel is installed using a piece of code that you place on those pages of your website you wish to track activity for.

The data you collect will allow you can re-target visitors of specific pages, or those who have taken specific actions, using Facebook and Instagram ads.

Understanding your audience better and re-targeting your website visitors is a powerful way to grow your business.

#11

HAVE 3 TYPES OF OFFERS

At the core, there are 3 kinds of people that will visit your website. Cold traffic, warm traffic and hot prospects. You should have something that appeals to visitors at each of those stages. There should be a free offer for cold traffic (your lead magnet). A warm offer, like a consultation or low-cost product. And then your main product or service for those who are ready to buy.

#12

MAKE YOUR WEBSITE RESPONSIVE

The majority of website traffic today comes from mobile phones. Make sure your website is designed to look great on mobile and is easy to navigate. If it's not mobile-friendly, many visitors will leave your site immediately, which could mean lots of missed opportunities for your business, less leads and less profit.

A responsive website will adapt to any screen size and should be easy to navigate across all devices – including desktop computers, laptops, tablets and smart phones.

#13

OPTIMISE YOUR SITE FOR SEARCH ENGINES (SEO)

If you want people to find your website when searching for your products or services online, you have to play by the rules of Google & co. Optimising your site for search engines is necessary to make it onto the first page. This is where publishing relevant quality content on your blog comes in very handy. Google loves good content and will take into account how many people visit certain pages of your site, how long they stay, where they leave and how many times it gets shared across the web, including on social media.

Make sure you have a bunch of helpful, educational articles on your site that assist visitors with their buying decision.

#14

PROVIDE MULTIPLE CONTACT OPTIONS

This may seem obvious, but I can't tell you how many businesses merely have a clunky contact form, on their website as the only option to get in touch. Keep in mind that different people prefer to get in touch in different ways. Especially the younger generation prefers to chat with you on Facebook Messenger, rather than picking up the phone.

So, be sure to include as many of the following options as possible: Phone, contact form, email, Facebook Messenger, other social media channels, and postal address.

Displaying multiple options to get in touch with your business also builds trust and will increase your conversion rates as a result.

#15

DISPLAY YOUR SOCIAL PROFILES PROMINENTLY

Make sure to display ALL social media platforms that your business is on in a prominent way. People love to connect with and follow businesses they care about.

Furthermore, those who do will probably become your best advocates. So, don't miss this opportunity to engage with your audience and build strong relationships with them.

Some platforms you may want to consider:

Facebook, Instagram, LinkedIn, YouTube, Pinterest and any others you choose to embrace.

#16

USE PROFESSIONAL IMAGERY

The photos you choose for your website can make or break it and have a significant impact on how people perceive your business and brand.

Be sure to use professional shots on all of your pages. It's your company's image that's on the line, so be sure to put your best foot forward. It's worth hiring a professional photographer to take some sets of photos of yourself, your team and/or your products. Alternatively, consider investing in some stock photos that represent your business well. When selecting images, ask yourself how you want people to FEEL when visiting your website and engaging with your brand. Make sure the images you choose are consistent across various channels.

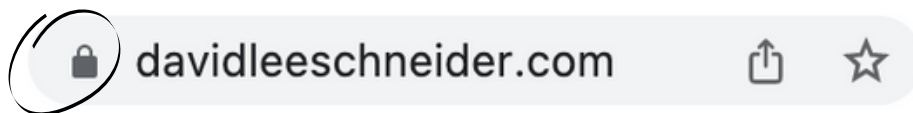
#17

MAKE YOUR WEBSITE SECURE (SSL)

Having a secure website is no longer optional but a necessity. In 2018, Google started to prioritise secure sites (using SSL) in their search results than those without SSL.

Secure sites also receive significantly more orders, as customers are becoming increasingly aware of digital fraud and the risks of ordering online.

To know if your site is secured, look for the little lock symbol in the browser bar when visiting your site.



1-PAGE WEBSITE CHECKLIST

Print this handy checklist or pass it to your web designer to ensure your website has all the important elements it needs to deliver results.

1. Have a clear message
2. Have a lead magnet
3. Be e-commerce ready
4. Start a blog
5. Make your 'About Us' page about THEM
6. Establish authority and use credibility
7. Showcase your products and services
8. Use social proof
9. Install Google Analytics or a similar tool
10. Install your Facebook Pixel
11. Have 3 types of offers
12. Make your website responsive
13. Optimise your site for search engines (SEO)
14. Make your website responsive
15. Display all your social profiles
16. Use professional imagery
17. Secure your site with SSL



LET'S HAVE A CHAT!

WOULD YOU LIKE HELP WITH
**YOUR WEBSITE AND A
MARKETING STRATEGY**
THAT GETS RESULTS?

I have helped business owners all over Australia to implement smart online marketing strategies focused on long-term growth. I make use of tools that help you automate your repetitive processes (like posting on social media), so you can save time and focus better on your customers.

I'd like to invite you to a **complimentary strategy call** with me to have a chat about your business and see if I can help you implement a strategy to achieve your goals faster and easier. Visit the link below to schedule your call today.

[Schedule Your FREE Strategy Call](#)

or visit davidleeschneider.com/schedule
