



the *ultimate* website CHECKLIST

everything you need need for a website that converts
(that your designer isn't going to ask for)



Content Checklist for a Website that Converts



Your Customers

- What are they looking for when they come to you...what do they seem to want? What problem are they trying to solve? And how do you think that problem is making them feel?
(embarrassed about their home? annoyed because their decor doesn't match? You get the idea...)



Your Services

What problem(s) do you help people solve?

- "Buy Now" button should be in the top right corner of the site and in the center of the header

Transitional CTA

- Your transitional CTA (lead-generating PDF, video, free demo) should be accessible from the home page (pop-ups or banner ads are the most effective).



Value Proposition

Describe 3 or 4 things your customer will get as a result of engaging with your brand

- Use icons / graphics and a bold title above the description. This should be very easy for people to scan.
- Communicate success – explain the value or success you will deliver to your customers



The Plan

How does the product work? What does the customer need to do in order to use the product? or experience success? How do you lead your customers to the “promised land?”

- Communicate a plan that will lift the fog for your customer (“3 Easy Steps” with descriptions of each step and title)



The Cost

This is not the price of the product. Instead communicate, what is it going to cost the customer if they DON'T do business with you?

- Explain what your customer is spending too much time or money on and how your product or service solves it.



Price Choices

- Package your product to make it easy to buy
- Include bite-sized breakdowns of your product or service



The Junk Drawer (footer of the site)

- FAQ
- Employment opportunities
- Contact Us
- Blog
- Social Links

Want to see an example of this in action?

Keep scrolling and you can see a general template of how this checklist can come to life when trying to create a website that actually helps you grow your business.

You company
Logo

< buy now / call now >

Clear & Simple Statement of what you offer

< buy now / call now >

+ clear benefit
your product
or service

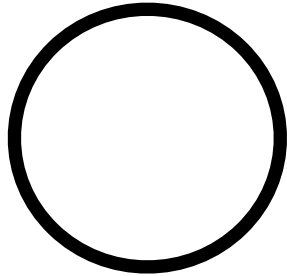
+clear benefit
your product
or service

+clear benefit
your product
or service

Tired of the (bad emotion) of (the problem your business solves?)

Write a few brief sentences to remind them of the pain / problem / or frustration they're likely dealing with as it relates to your product. Use the word "you" as if you're talking to the person reading your website.

Here's the value your product adds to their life



Name the specific problem that they're dealing with

Write a clear, simple, to-the-point sentence about how your business understands the bad emotions associated with that problem and helps people solve it,

- **Value Proposition 1**

write 2 or 3 sentences that make it sound as valuable as it actually is

- **Value Proposition 2**

write 2 or 3 sentences that make it sound as valuable as it actually is

- **Value Proposition 3**

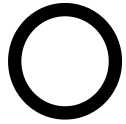
write 2 or 3 sentences that make it sound as valuable as it actually is

< buy now / call now >

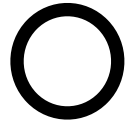
**Imagine (what life would be like if their problem
was solved)**

followed by a brief statement that
assures them it can be

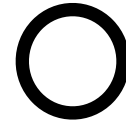
The Plan - Here's it Works



**1) Here's what they
should do first**
{call us, buy the product, etc}



**2) Here's what you do
for them**



**3) Here's the success
they will experience**

< buy now / call now >

Client Testimony? or Tangible Success Story

Introduce yourself as their Guides



Express your empathy for the internal problem they're dealing with.

Then briefly demonstrate your authority for solving that problem.

And assure them that you want to help them succeed, just like you've already done with others.



(Here's where you can put pricing tables)

or skip to the next section if that doesn't apply

Ask a question about how
things could be different

***Imagine Success**

“quick sentence or two about the value of this”

***Imagine Success**

“quick sentence or two about the value
of this”

***Imagine Success**

“quick sentence or two about the value
of this”

**Remind them that they don't want to keep
experiencing the pain (or failure)**

Call them to action again with a few statements of success

< SCHEDULE A CALL >

Contact Us

social
icon

social
icon

social
icon

social
icon

Your Logo

Hours

Contact Number

Address

Terms of Service

Privacy Policy

Bottom of the Page Kinda Stuff



stop agonizing over your **WEBSITE**

Want someone to do this for you?

We'll give you a new website you can be proud of.
AND it will help grow your business.

see custom WordPress website pricing at
clarityalwayswins.com/websites