

A cup of coffee and a white keyboard are visible in the background of the page. The coffee is in a white cup, and the keyboard is a white Apple keyboard. The background is a light, neutral color.

Website checklist

1/

Is your navigation short and only highlighting what is most important?

2/

Does your website clearly define what you do and who you do it for without having to scroll or read a bunch of copy?

3/

Does your site clearly direct visitors to what you really want them to do with a call to action button?

4/

Can you identify the purpose and call to action for each page of your site?

5/

Does your site look good and function well on multiple platforms like iPhones and iPads?

6/

Are you adding keywords to your content and images?

7/

Do you have an incentive to get people to opt-in to your email list?

8/

Are you making it clear how to hire you?

9/

Are your services clear and relaying the benefits to your customer of what you do?

10/

Check your site speed with <https://tools.pingdom.com>. Keep it under 4 seconds max. If your site is slow try optimizing your images and deleting any extra plug-ins.