



# WEBSITE ESSENTIALS CHECKLIST

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MBA LIVE TRAINING



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## WEBSITE SETUP / BACKEND

**BUSINESS NAME:** Your business name should clearly reflect what you do. What's on the label should be what's in the can.

- Generate Ideas for your Business or Domain
  - [Nameboy](#)

**DOMAIN:** Your domain is part of your URL that comes after “www.” For example, in [www.successwise.com](http://www.successwise.com), the domain name is successwise.com.

There are three main factors in choosing your domain name:

1. Is the domain name available? Is the .com or the country domain name available?
2. Is the trademark available? Can you take that trademark?
3. Does your domain name reflect what you do?

- Make sure the trademark is available
  - [US Trademark Electronic Search System](#)
- Make sure the domain is available
  - [Godaddy](#)
  - [Name](#)
- Choose a Suffix: Every domain name comes with a suffix (top-level domain) like .com, .au, or .net. So which one should you choose? If you are working with people all around the world or serving a global market, use .com.

If you would like to do your business locally, you can choose .au for Australia, .us for United States of America, and so on. Click [here](#) to check the list of all country top-level domains.

**HOST:** A website host is the company that helps your website become available online.

### TEST & MONITOR WEBSITE PERFORMANCE:

- Website speed
  - [GT Matrix](#)
- Website security and speed:



- [Cloudflare](#)

**CONTENT MANAGEMENT SYSTEM (CMS):** Ideally you do not have to call or pay a web developer everytime you want to put up a new blog article or change out text on a page. Choose which CMS you will use.

- [WordPress](#) (way more functionality, choice for the long term)
  - Would behoove you to learn the very basics, How to edit a page etc.
- [SquareSpace](#) or [Wix](#) (a bit less functionality than WordPress with plugins and design but easier to get started)

### REDUCE FRICTION:

- If your next step in the buyer journey is to book a call, make that as easy as possible
  - You can embed a [Calendly](#) link to your website and ask your web developer to do it for you.
- If the next step is to purchase the shoes, make the purchase pages as clean and clear and simple as possible
  - [Stripe](#)
  - [ThriveCart](#)
  - [Shopify](#)

## WEBSITE CONTENT

### HOMEPAGE

- What is the purpose of your website?
  - Different kinds of websites
    - Educational
    - Blog
    - Brochure
    - eCommerce (likely to sell products)
    - Personal

\*For example, my number one purpose would be for people to opt-in on my mailing list.
- Your message to your target market (You need to have gone through Squares 1 & 2 on your 1PMP)
  - You want to make sure you have really considered who exactly is your target market
  - You want to make sure you have really thought through your messaging



- ❑ Elements on the top fold of the website:
  - ❑ What you do (Easy to understand tagline)
  - ❑ How can it make your audiences' life easier or even better?
  - ❑ What do you want them to do next?
  - ❑ Lead Capture on the top fold (Obvious Call to Action) This should be the main focus of your website. This call to action button on the top fold of the Homepage. Mine is to capture leads so I can nurture them until they're ready to buy. Yours might be:
    - ❑ Book a Call
    - ❑ Buy Now
    - ❑ Request a Quote
    - ❑ Download my report on XYZ
      - ❑ Take your customer to the next step in the buyer journey, not necessarily the sale
      - ❑ But should have the ability to purchase on your website if they're ready
- ❑ Social proof
  - ❑ Visibly on the top fold (so person doesn't need to scroll)

## PAGES TO DEFINITELY HAVE ON YOUR SITE

- ❑ Keep your website as simple as possible.
- ❑ Homepage
  - ❑ Lead capture system



- About Page
  - Make this more about them. Your prospects.
- Blog Page
  - Post valuable content
  - Can help with SEO ranking
- Contact Page
  - Contact form
  - Physical office address
  - Contact number (if applicable)
  - Social media accounts

## BRANDING AND IMAGES

- Branding: Your brand is the personality of your business. Having a logo, colors, fonts, and overall brand direction from a professional is something we recommend. Getting branding done will not only help you with your website but keep the “personality” for your business consistent with any of the marketing you do. Ads, brochures, landing pages, social media channels, Powerpoints, anything external, Worth doing.
  - Can find on Upwork, Fiverr, other job boards
  - Get a few quotes
  - Can cost anywhere from \$500 up to a few thousand but nice to have at least a logo, colors and fonts done
- Images: Great to have images of real people who show the relief from the pain of the target market. Show your prospects what it will feel like once they’ve used your service / bought your product.
- Create your own logo
  - [My Brand New Logo](#)
  - [Looka](#)
- WordPress website theme
  - [Astra](#)