Badass Website Checklist

Here's a short list of things that DEFINITELY should be on your website.
Check them off as you go!

WHO YOU ARE

your website shouldn't be a guessing game with visitors trying to figure out what, exactly, it is that you do. That means clearly stating your name and summing up what you do...right away.

SIMPLE URL

Don't make things complicated. Your domain name is an extension of your brand. It should be easy for a user to type it into a Web browser or an e-mail address. Make it easy and memorable.

AN EASILY-NAVIGATED SITE

Clear links to the most important pages, are crucial for guiding visitors to the information they're looking for. Be sure your navigation is clearly laid out and they have easy access to the products & services THEY are looking for.

ALL THE WAYS TO CONTACT

You wouldn't want to lose a customer to a competitor just because you made it difficult for them to get in touch with you. Display ALL your contacts everywhere. Even your social profiles.

CUSTOMER TESTIMONIALS

If you have them? USE THEM. This provides evidence of a good experience, and will lend trust. If you don't? What a great launch idea!

PRODUCTS/SERVICES/PORT

simply put? SHOW them what they'll get when they work with you. BLOW them away with your confidence and quality of work.

CALL TO ACTIONS

tell your visitors literally what you want them to do...For instance, you may want them to BUY NOW, or SIGN UP FOR NEWSLETTER for a MONTHLY GIVEAWAY, etc. Be CLEAR in your voice & use special buttons and colors to bring attention.

FRESH UPDATED CONTENT

tFor many businesses, your website is your first impression on a customer. You want to give them what they're looking for, and perhaps even give them a reason to keep coming back.

A SECURE SITE OR PLATFORM

Having your online information hijacked is a nightmare, and, should it happen to your business, it could cost you customers. It happened to me when I was hacked as a new PORN hub. DIS WHY I DON'T LIKE WORDPRESS. (it's better now though! NO HATING)

ALL THE WAYS TO CONTACT

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A CLEAN & BRANDED SITE

As Forbes puts it, "Web surfers have the attention spans of drunken gnats." Be clear and to the point. Keep everything branded within your fonts, colors & mood. Let your narrative hook them. Be yourself & let them reach out effortlessly.