



8 POINT CHECKLIST **FOR A SUCCESSFUL WEBSITE**

1. BRAND STRATEGY

- I have a clear vision of the purpose of my business*
- I have crafted a story that conveys that purpose*
- I have identified my dream customer*
- I have a brand that my dream customer associates with my purpose*
- I have created a clear plan to execute this brand strategy*

2. MARKETING STRATEGY

- I have multiple ways to attract my dream customer*
- I have a way to capture their information when they arrive*
- I have a system in place to identify their needs and desires*
- I have analytics setup to keep track of the results*
- I have created a clear plan to execute this marketing strategy*

3. DEDICATED SUCCESS COACH

- I have a coach to guide me through this entire process*
- I have a coach that can identify problems that I may not see*
- I have a coach that will provide exceptional support*
- I have a coach that will make sure nothing is overlooked*
- I have a coach that will ensure my website is a success*

4. CREATIVE DESIGN TEAM

- I have researched my competitors to exceed the industry standards*
- I have a solid creative direction through doing extensive research*
- I have a beautiful website design that my dream customer will love*
- I have a captivating environment to encourage my customers to take action*
- I have an intuitive experience that ensures my customers journey is enjoyable*

5. HIGH-POWERED COPYWRITING

- I have researched my target audience to understand their needs*
- I have analyzed what they are typing when searching for solutions*
- I have effectively integrated those phrases into my content*
- I have compelling headlines that will resonate with them*
- I have a effective plan to provide the answers they are looking for*

6. CUTTING-EDGE TECHNOLOGY

- I have a website that looks and functions great on all devices and platforms*
- I have a content management system for easy ongoing edits*
- I have a tracking system that will track my leads*
- I have a website that will load fast so my customers don't get frustrated*
- I have a the security in place to prevent any malicious activity on my website*
- I have analytics in place that are optimized for marketing purposes*

7. MARKETING AUTOMATION

- I have a system for capturing the information of my website visitors*
- I have integrations in place to get their information into my CRM*
- I have email campaigns configured to nurture those visitors into becoming clients*
- I have integrated my website with social media to reach my target audience*
- I have a clear understanding of where I stand with every one of those visitors*

8. UNBEATABLE SUPPORT

- I have a way to get quick changes made to ensure ongoing progress*
- I have easy to follow video instructions to solve any problems*
- I have access to talk on the phone to experts that can solve any problem I have*
- I have an intuitive reporting system to analyze all of my website traffic and activity*
- I have a coach I can count on to keep me growing long after the website is complete*