

Make Your Website Better

☐ Clear, concise message

Within 3 seconds of visiting your site, someone should be able to tell what you do, how it benefits them and how to get it.

☐ Obvious call-to-action

What's the number 1 thing you want someone to do on your site? Make it obvious with a big button.

☐ Testimonials

Give authority to what you're selling with glowing reviews from past customers.

☐ Mobile-Friendly

Your site must be mobile responsive, period. If it's not, time for a redesign.

☐ Compelling imagery

Do the images on your site reflect your brand or are they cheesy stock photos?