MISTAKE-PROOF YOUR WEBSITE CHECKLIST:

Choose your website producer wisely.
When choosing a Web Design Agency, review their portfolio first and then check references. Research the company’s online reputation by Googling their name. If 97% of their search results are positive, and you love their portfolio, add them to your list of candidates whom you’ll make a final choice from.

Compelling Headline and Copy That Speaks to Your Perfect Client.
Grab her attention immediately. She’s a very busy woman, with a gazillion balls to balance in her life. She doesn’t have time to stop and figure out if you’re the right person for her to work with. Tell her this in the first headline she reads. Then tell her again, in a slightly different way, with a few more words. One example for a an Internet Marketer is: “Online Marketing doesn’t have to be difficult.” That headline appeals to people who are frustrated with how their Online Marketing has been going or they feel overwhelmed and don’t know where to begin. It tells them we can solve that problem for them. Get as creative as you want to with your compelling headline – just DON’T make your website visitors have to figure out what problem you can solve for them or else most of them will leave your website and find someone else to work with.

Call-to-action (CTA) is in top area.
What action do you want your visitor to take before leaving your site? Make sure this is seen first (should appear in the
top half area of pages). It’s okay to include this CTA in different ways, such as a graphic; a button; a text link.

Examples:
Subscribe to my newsletter.
Schedule a FREE consultation.
Learn More

Grow Your E-Mail List to Stay “Top of Mind” with Your Top Fans.
Your list of subscribers to your eZine or e-newsletter are really your TOP fans. They’re the ones who want to keep track of you, keep in touch with you and/or learn from you. They might end up doing business with you but not everyone starts out positively convinced that your company or you are the one they want to work with yet, so that’s why many people end up subscribing to your weekly e-mailed newsletter or eZine. Keep giving them the thing you promised to give them when they initially signed up. For us: it’s our valuable blog posts, written by DaGama Web Studio’s CEO & President, Lori Gama.

Note: Make sure you honor subscribers’ privacy by NOT selling their contact information. In fact, if you do this without their permission, you’ll be breaking the Can Spam Law. Whatever you promise to deliver to them every week is exactly what you should deliver or else they’ll unsubscribe. You can become quite successful in business by knowing how to be a Rock Star with Email Marketing. If you have content-rich newsletters/eZines most of the time, then your readers won’t mind when you have an occasional “this might interest you” type of message in which you promote your upcoming webinar or product. By this point in time, they should trust you and many of them will attend your free webinar. Webinars can be quite lucrative but that’s a whole other subject.
Website displays properly on all devices:
A Mobile-friendly website is a must, especially since Google started labeling mobile-friendly websites in its mobile search results as of April 21, 2015.

With smartphones, iPads and tablets, in addition to laptops and Desktop computers, there are SO many devices being used that your website HAS to “respond” to a variety of devices in a user-friendly manner. Be sure your website is Responsive to all. Tell your website producer to make sure your site is Mobile-Responsive and ask to see examples of their websites that are Responsive.

Browsers: Let your website producer know that you expect your website to display properly in the latest versions of the most popular browsers, which are: Internet Explorer; Safari; Chrome; Firefox.

Credibility Clues.
People won’t invest their money in you if they don’t FEEL emotionally invested first. You’ve heard this over and over by now: consumers have to know you then like you before they trust you. Once they trust you, they’ll refer business to you or pay you for your services and products. In order for people to trust you, include every credibility clue or “social proof” you can in your website.

Here’s what you must include:
- Social Media Links to your Social Media profiles
- Social Media Sharing buttons on all blog posts
- Logos of publications you’ve been featured in
- Testimonials from clients
- Logos from organizations you’re a member of
- Video of you (more on this in the next two bullet points on your checklist).
Show Your Expertise.
Show you have expertise: don’t tell. How do you do this?
With a Blog, Vlog or a podcast. A Blog is a series of articles written by you, the expert. A Vlog is a Video version of a Blog. If you don’t have a Blog, your website visitors will wonder why and then they’ll make assumptions, like, maybe you aren’t really an expert. By writing a well-written weekly or bi-weekly blog post (article), you’ll help your readers improve their lives in some way. After a while, you’ll gain their trust and you know what happens after that. If you’re not much of a writer but feel comfortable behind a microphone, consider a podcast. And sooner or later, you’ll need to use Video...

Video Builds Trust and Credibility.
Video is the next best thing to meeting you in person. There are different types of videos: face-to-camera; voice-over; instructional; animated; photo montage. If you’re scheduled to be a speaker at an event, you’ll want to hire a professional video team to record you so you can use it on your website and YouTube channel to further establish that you’re an in-demand speaker. You can even have a Sizzle Reel, which includes highlights from other videos, such as when you’ve been in the spotlight on your local TV news station or perhaps CNN.

Make sure you clearly establish WHO your ideal clients are.
Describe scenarios your clients are experiencing. Describe their problems. They really don’t care who you are at this point in time (that happens a minute or two later): they just want to know if they’re in the right place. Once that’s established, they’ll look for other things that will reassure them that you’re worth taking a chance on. At the very least you should intrigue your audience enough to subscribe to your newsletter or to download a free resource, in exchange for their email address. That way you can stay in touch with helpful content once a week or so to stay Top of Mind.
Let us know if this checklist was helpful.
If you need help with your Website, SEO, Social Media, Content Marketing or other Digital Marketing so you can increase your Online Visibility and increase your revenue: call DaGama Web Studio at: 970-302-6994. Or fill out our contact form here:

I'd love to see how my team and I can work with you.