LilyPad Marketing

Website Check-Off List

Use this handy check-off list for evaluating your website or working with your web designer to ensure your website is a success.

On Your Homepage

- ☐ LOGO that brands you
- ☐ Short video introduction
- ☐ Link to your Facebook
- ☐ Request form to get a special report
- ☐ Link to your blog
- ☐ Thank you page
- ☐ Link that says bookmark this page

Other Pages Should Include

- ☐ Privacy statement
- ☐ About Us page, including history & hours
- ☐ Our Services or Products
- ☐ Contact Us, include web form & phone numbers
- ☐ Tracking codes

Other Items Highly Recommended

- ☐ Photos of staff with title
- ☐ Well written copy on each page
- ☐ Office/store photos, inside and out
- ☐ Map or directions with a link to Mapquest
- ☐ Customer testimonies throughout your site
- ☐ Photos of products or services
- ☐ Short or long articles
- ☐ Any awards you've received
- ☐ Any memberships with credibility seals (Include the Chamber, BBB, industry, etc.)
- ☐ Shopping cart (if you sell off your site) can easily go to a PayPal account
- ☐ Automatically updating date
- ☐ Recorded audio messages
- ☐ Website Marketing Plan

Optional

- ☐ Calendar of local and company events
- ☐ Site map
- ☐ Links to helpful resources (government agency, recent news, etc)
- ☐ Mobile Marketing
- ☐ Live chat customer service