Website Content
Checklist

Want your website visitors cramming the aisle to checkout? You need to wow them with your product's amazing benefits, make them see it's just what they need. Then coax them down the path to conversion.

Here's an easy-to-use cheat sheet. It'll keep you organized while stepping you through great content creation.

Before we tackle website content, let's cover some basics.

☐ **Products & Services**

Describe your product or service.
TIP: Imagine that you're describing what you sell to your mother. Get crystal clear about your offering.

☐ **Benefits**

What are the benefits of your product or service?
TIP: Consider this from a customer's point of view. This is **NOT** about the features of your product, it's about how your product makes your customer's life better.

Consider your Audience

Before you bang out your website copy, understand who you're writing for. Your website should speak directly to your ideal customer.

☐ **Who is your customer?**

Have you done a buyer persona? This is the fictional customer that will read your content. A buyer persona includes information about your perfect customer. Age, gender, location, family status, income, interests, hobbies, etc., but it goes further and makes your imagined customer an actual person. You can imagine speaking to this person as you write your copy.

Website Purpose

☐ **What do you want your website to do? How will it help your business?**

Examples: sell product, build your brand or email list, acquire new clients.
Get clear on your website goals, then write content that moves visitors toward those goals.

Website Design

The most important part of your website's design is ease of use. Pay particular attention to the following elements.

☐ **Readable font size and type**

A website that's hard to read is like that friend who's always mumbling. You can only be polite for so long, then you must move on without understanding what they had to say.

☐ **Plain high contrast background**

We've all been on that website. You know the one; it has the crazy background that makes the text impossible to read… Don't be that website!

☐ **Engaging Headlines**

The headline is the most important part of any text section. It determines if your visitor will read the next line.

☐ **Highlighted text (italics, bold, etc.)**

No matter how good your copy is, most visitors won't wallow in its fabulous-ness. Sad, but true. Consider scan readers when you structure and write your content.

☐ **Simplify presentation with lists, bullets**

Everyone loves bulleted lists, they're easy to read, and they get to the point. Use them to describe product features and benefits.

☐ **Use short paragraphs**

It's easy for website visitors to become fatigued by long sentences and paragraphs. Use brief sentences to avoid overwhelming your guests.

☐ **Common element placement**

Place common website elements, such as navigation, in familiar places. Don't get creative with this part of your design.

☐ Easy navigation

Content should be easy to find. Don't overcomplicate navigation with too many menu items or sub menus.

Don't aggravate your visitors

☐ Use pop-ups sparingly
If you use pop-ups, be sure they're easy to close

☐ Avoid using moving elements
Yeah… No

☐ Don't auto play video
Auto playing video is the quickest way to get me to bounce 😊 It's distracting and annoying.

Content
Make sure that your content is clear and customer focused. Use words like you/your Rather than I and we.

☐ Clear easy-to-understand customer focused copy

☐ No jargon, trade language

☐ Concise, brief sentences

☐ Keep it simple

☐ make it valuable

☐ No vague statements

☐ Backup claims with research or social proof

☐ Show, don't tell

Actionable Content
Have a set goal for each of your web pages.

☐ One goal per page

☐ Don't get to the point, start with it

☐ Use clear calls to action

That's it, you've completed the cheat sheet.

Now you're ready to kick off your marketing campaigns. If you followed the checklist, you'll see improved conversions across the board. If yours is a new website, you've likely avoided the frustration that often accompanies new launches.

Congratulations!

Measure results

Measure the results of your campaigns to ensure effectiveness. Make necessary tweaks to improve conversions.

Google analytics is a great measurement tool. If you don't have the tracking codes on your website, install them. Learn to use the reports to understand how your website is performing.

A Final Word

Thank you for downloading and using this cheat sheet. I hope you found it helpful.

If you need additional help with your website content,
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