

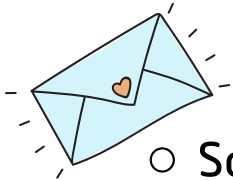
# WEBSITE CONTENT THAT CONVERTS CHECKLIST

## NAVIGATION

- Attention-getting intro on homepage engages target audience.
- Simple menu bar makes finding your key pages easy.
- Homepage showcases content you most want visited with description & clear call to action.

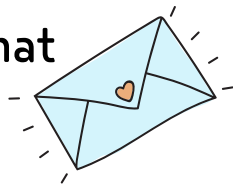
## ABOUT PAGE

- At least one photo of you or your team.
- Background info that demonstrates credibility.
- An outline of who you help & how you help them.



## EMAIL MARKETING

- Some way for mildly-interested persons to join an email list to keep in touch.
- Do you have at least one automated welcome email that helps them dive into your website & blog content?
- Follow an email marketing plan that gives value, includes social proof & reminds the reader of what you sell.



## SELLING

- Overview page giving at-a-glance showcase of your products/packages/services.
- Every sales page asks for the sale or a discovery call.
- Social proof and testimonials on every sales page.

## CONTACT PAGE

- FAQs section (or link to page) that stops tyre-kickers from contacting you.
- A working contact form.
- Email, social media profiles, phone number (if you want to) - make sure it's all up-to-date.

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