

Website

CHECKLIST

GET THE RESULTS YOU
ARE LOOKING FOR!



WWW.STRANDOFTHREE.COM

Hello!

This is your **FREE Website checklist** to ensure that your website is **UPDATED** and **CLEAR** so your audience will have a good experience on your site!

When your audience visits your website, it gives them their first impression of your business. They will judge your business within seconds. In these first few seconds, you want to **MAKE A POSITIVE IMPACT** on your audience.

A well-designed website is an **OPPORTUNITY** for your business to showcase your unique features. You can show your audience **WHY** they should choose *your business over the competition*.

You want to impact as many lives as you can through your Business!

Have a clear message



Make sure you are **CLEAR** about what you offer as a business or ministry. **USE BASIC WORDS** that people can understand. Don't complicate things. For example: If your company sells ice cream, make sure you write it nicely and clearly. (eg. *“Enjoy the Best Ice Cream in Town.”*)

How does your business **help people thrive**? **What problem does your product or service solve** for your customer? You need to include that on your homepage in clear, straightforward words.

You need to provide your customer with a clear **call to action**. In other words, they need to know what to do once they are ready to buy your product or service. Make sure that you have a button available so they can contact you or make a purchase. Also, make sure that all buttons and links work properly.

Use pictures that get results



When choosing your website's pictures, ensure you add photos of smiling or happy people. In other words, people associate themselves with whatever they see. If they see happy people when they use your products or services, they will more likely buy from you too.

Your homepage picture should be clean without any other distractions. Also, avoid adding pictures of your business or church building on your cover page.



Add your brand colors and logo



Use your brand colors so that people get to know your business and get familiar with your brand. They work for a good impression and establish your brand's identity.



Make sure its mobile-friendly



Most people nowadays use their phones to check out websites for products or services. If your website is easy to navigate, people are going to stay longer, and there is a higher chance of them buying your product or service.



Provide easy ways to be reached



Give your customer easy steps to contact you. Don't let your customers search for your contact information all over your website.



Conclusion

We hope this checklist will help your business or ministry grow and reach more people!

If you need help building or updating your website, we would love to help.

Our passion is to help you grow and make an impact through your life and business.

2 Easy Ways You can Reach Us:



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www.strandofthree.com