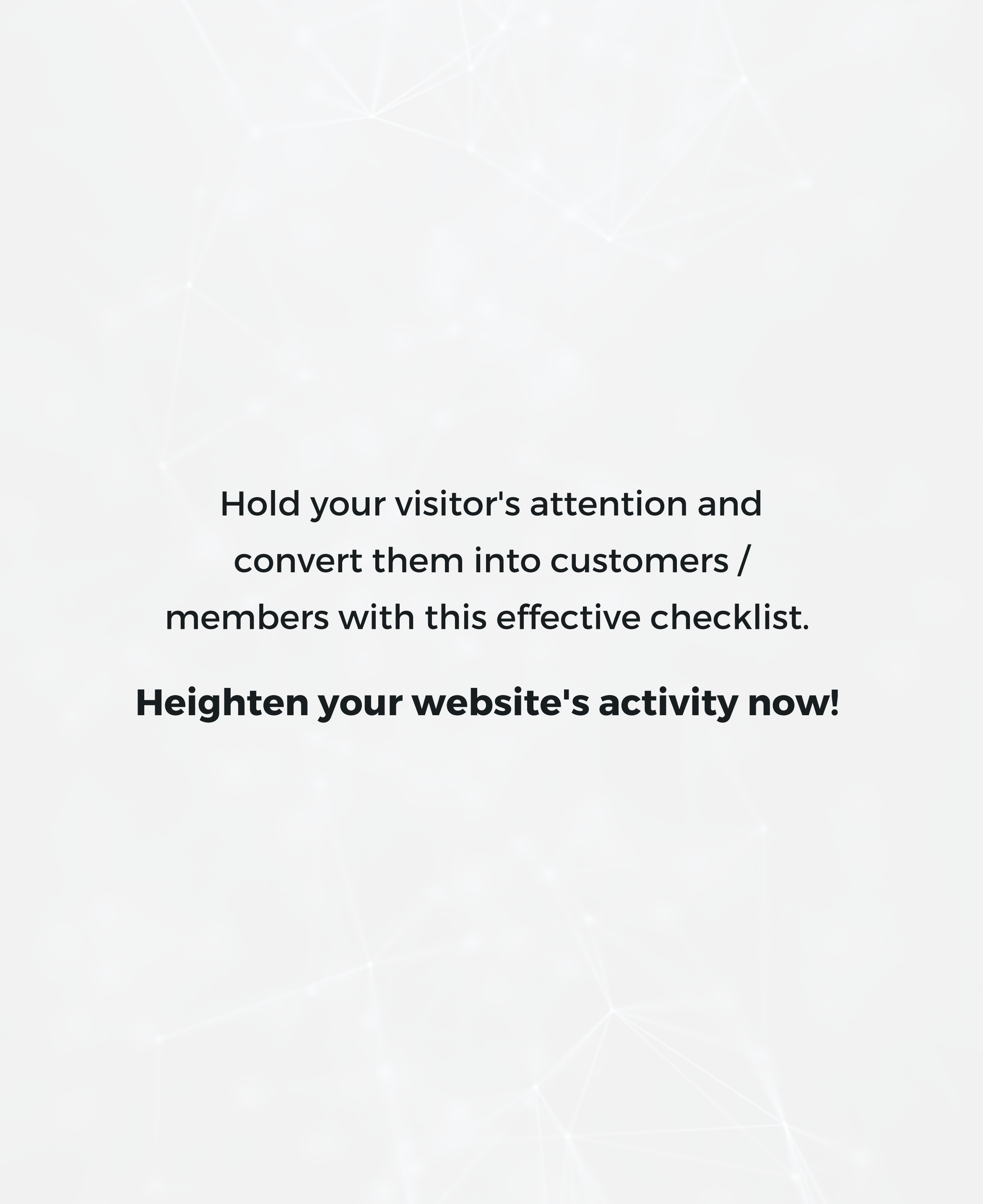




47-POINT HOMEPAGE

CHECKLIST

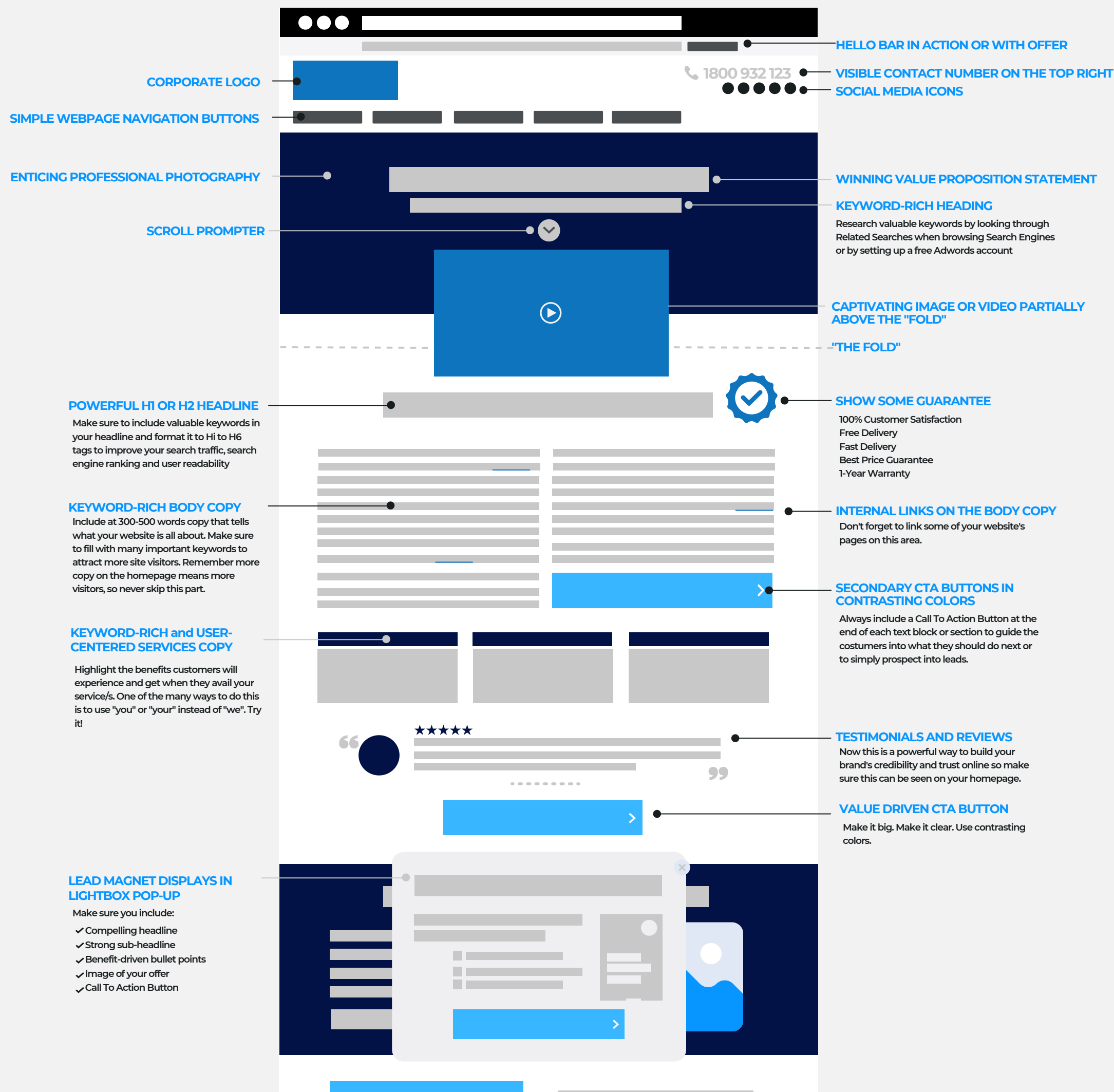
You obtain only a few seconds to make
an impression prior to your website
being clicked away from.



Hold your visitor's attention and
convert them into customers /
members with this effective checklist.

Heighten your website's activity now!

INCREASE YOUR WEBSITE TRAFFIC/SALES IN A WEEK



BUILD YOUR PERSONAL BRAND

PROFESSIONAL PHOTOGRAPHY

DONT FORGRET THE IMAGE ALT TAG

TELL YOUR STORY AND YOUR BIG WHY

TALK ABOUT HOW YOU SAW A PROBLEM AND SET OUT TO SOLVE IT

SECONDARY CTA BUTTON TO DRIVE CUSTOMERS THROUGH YOUR SITE

COMPELLING HEADLINE

3 BENEFITS DRIVEN BULLET POINTS

SIMPLE OPT-IN WITH A MAXIMUM OF 2 FORMS FIELDS

LEAD MAGNET WITH INCREDIBLE VALUE

VALUE DRIVEN CTA BUTTON

PARTNER LOGOS FOR ADDED CREDIBILITY

LIVE CHAT

Add a Live Chat Program to increase faster and easier.

FOOTER WEB PAGES NAVIGATION

MAP AND LOCATION

Add map on your homepage to gain more search traffic from google.

CONTACT FOR QUOTE REQUEST

Get rid lenghty forms and numbers on you contact page. Instead encourage visitors to send you a quick email. And when they do, act fast! Replying on your website inquired on the first 10 minutes will lead to a 30% increase in leads to sell conversion.

TAKE YOUR ACTIONS NOW

Optimize and make the most out of your website through this checklist and get up to three times the amount of leads you currently get now. Set aside a time for your website each week and start implementing these changes today and see the results you've been hoping as soon as tomorrow.

KNOW YOUR GOALS

- ☐ Establish your primary and secondary goals
- ☐ What actions do you want your visitor?
- ☐ Contrasting colored buttons for primary goals
- ☐ What actionsdo you want your visitor?
- ☐ Segments audience for better results
- ☐ Clear visitor navigation path

CORPORATE BRANDING

- ☐ Professional Logo
- ☐ Strong Branding Messaging
- ☐ Pleasing Design Aesthetics
- ☐ Your Story and you big "WHY"
- ☐ Build Your Personal Brand

BE COMPELLING

- ☐ Value Proposition Statement
- ☐ User Centered Services Copy
- ☐ Compelling Headline with Clear CTAS's
- ☐ Talk about how you set out to solve problems

BE SEARCH FRIENDLY

- ☐ Proper use of keywords
- ☐ Title Tags, Meta Description, h1,h2 headings
- ☐ Image Alt Tags
- ☐ Atleast 300-500 keyword-rich copy
- ☐ Include a map
- ☐ Mobile optimized site
- ☐ Internal linking to other web pages

LEAD CAPTURE POINTS

- ☐ Hello Bar
- ☐ Newsletter opt-ins
- ☐ Lead Magnet
- ☐ Blog opt-ins
- ☐ Include a map
- ☐ Free quote request or consultation
- ☐ Popup Light Box
- ☐ Exit popup offer on leaving
- ☐ Primary and secondary CTA buttons
- ☐ Contact Form

BE IRRESISTABLE

- ☐ Create lead magnet with value
- ☐ Offer incredible value free exchange of email
- ☐ Offer something special after visitors opt-in
- ☐ Keep it quickly and essay

CORPORATE BRANDING

- ☐ Visible contact number on the top right
- ☐ Social Media Icons
- ☐ Easy to Find contact details
- ☐ Atleast 300-500 keyword-rich copy
- ☐ Short forms
- ☐ Clear Call to Actions
- ☐ Install Live Chat

BUILD TRUST AND AUTHORITY

- ☐ Testimonials/Reviews
- ☐ Success Stories/Case Studies
- ☐ Partner Logos
- ☐ Guarantee Statement
- ☐ Blogs and Articles
- ☐ Professional Photos
- ☐ Personal Introductory or Explanatory Video



NEED A PROFESSIONAL HELP?

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info@nolimitsmedia.com or visit

www.nolimitsmedia.com now!