THE WEBBER

May 2021

WEBSITE ESSENTIALS

RESOURCES

We will give you the resources to be successful.

WEBWORXLLC.COM

WEBSITE ESSENTIALS

1. VISIBLE LOGO

Your logo is so very important to your brand. Make sure it is visible and prominent on desktop and mobile versions.

2. PHONE NUMBER/EMAIL ADDRESS

Give people the opportunity to contact you. Put your phone number and/or email as links at the top right of your homepage, in the footer, and on your contact page.

3. H1 TAGS/HEADLINES

Google loves H1 and H2 tags. Use these tags to highlight your business' keywords and the sections people are searching for to find your business.

4. LIST OF SERVICES

List out your top 3 main services with a hyperlink to more descriptive pages. It should be easy for someone to know what you do and how you do it.

5. MISSION/VISION/BIO

Potential clients want to know your story because people buy from people. Include all three of these elements on your website. PRO TIP: record a video to share your story.

6. SOCIAL MEDIA LINKS

Customize your social media icons to match your brand colors in Canva. Place your icons all over your website. Don't forget about your FB group too.

7. GOOGLE REVIEWS LINK

Google Reviews give you credibility, and people do read them. But, you have to make it easy for someone to give you a review. Use this awesome tool to get your link to be reviewed with only one click.

8. EASY NAVIGATION

Is the menu at the top of your website easy to understand? When people know where to click and what to do next, they'll know immediately if your business is what they need.

9. CALLS TO ACTION

People like feeling confident they are doing the right thing - so tell them what to do. Have clear calls to action on each page to lead the visitor to the next step.

10. CONTACT FORMS

Create a simple contact form that goes directly to your inbox with different fields so you can gather info about your potential client and what they need.

Give me a call or email to schedule
a business strategy session.

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