

The profitable website checklist



Kendall
Copywriting

Is the whole world ignoring your website? Are you perplexed by your visitors' reluctance to buy? Use this handy checklist to discover what you need to fix.

Print it out
and get
ticking!

Build it right

Web copy – does your copy clearly describe what you're offering?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

Keywords – does your copy include the keywords that your customers are using?

<input type="checkbox"/>	<input type="checkbox"/>
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Purpose – can your visitors achieve their goals on every page?

<input type="checkbox"/>	<input type="checkbox"/>
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Page titles – do your pages have keyword-rich titles?

<input type="checkbox"/>	<input type="checkbox"/>
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Meta data – do your pages include keyword-rich meta descriptions and keywords?

<input type="checkbox"/>	<input type="checkbox"/>
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Links – are lots of websites linking to yours?

<input type="checkbox"/>	<input type="checkbox"/>
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Light a flare

Social media – are you building relationships with Twitter and LinkedIn?

<input type="checkbox"/>	<input type="checkbox"/>
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Adverts – are you advertising online?

<input type="checkbox"/>	<input type="checkbox"/>
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Blogs – are you blogging and taking part in the bigger discussions happening online?

<input type="checkbox"/>	<input type="checkbox"/>
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Associations – are you joining your peers in professional networks?

<input type="checkbox"/>	<input type="checkbox"/>
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If you want it, you'll have to ask

Calls to action – have you explicitly asked visitors to act (buy, subscribe, join)?

<input type="checkbox"/>	<input type="checkbox"/>
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Reassure visitors – are you reassuring visitors who might be nervous about trusting you?

<input type="checkbox"/>	<input type="checkbox"/>
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Make it easy for them to act – is your sign up, ordering or enquiry process easy to use?

<input type="checkbox"/>	<input type="checkbox"/>
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Demonstrate your value – are you proving your worth with case studies, testimonials and a portfolio?

<input type="checkbox"/>	<input type="checkbox"/>
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After all that effort, don't let them slip away

Email marketing – are you making the most of your hard-earned visitors by capturing their email addresses?

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

Offer RSS – are you giving fans of your blog an RSS feed or email subscription option?

<input type="checkbox"/>	<input type="checkbox"/>
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Give something away – are you giving away your knowledge in white papers, guides or checklists?

<input type="checkbox"/>	<input type="checkbox"/>
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Tracking and analytics

Statistics – are you looking for meaning in your website analytics?

<input type="checkbox"/>	<input type="checkbox"/>
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Origins – do you know where your visitors are coming from?

<input type="checkbox"/>	<input type="checkbox"/>
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Content – do you know what content attracts your visitors?

<input type="checkbox"/>	<input type="checkbox"/>
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Connect the real-world to your digital world

Networking – are you driving people towards your website with offline networking?

<input type="checkbox"/>	<input type="checkbox"/>
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Advertising – do your offline ads connect people to your website?

<input type="checkbox"/>	<input type="checkbox"/>
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Solutions – do you think about how your website can help you achieve your goals?

<input type="checkbox"/>	<input type="checkbox"/>
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Answered 'no' more than you'd like?
Contact Kendall Copywriting for affordable cures to web woes

www.kendallcopywriting.co.uk