

WEBSITE CHECKLIST



Get the most out of your website with this handy checklist. Work on these points or ask your web designer to include the below in your design.

<p>Good Solid Hosting with SSL</p> <p>Choose a hosting package with regular backups and good customer support. Adding SSL (https) will give you extra security and confidence to your customers.</p>	
<p>Mobile Friendly (Responsive) Website</p> <p>Ensure your customers have a great user experience both on the go (mobile) and on desktop to maximise every opportunity for the customer to contact you.</p>	
<p>Clear Navigation</p> <p>An easy to navigate menu with clearly labeled pages (Services, Contact) making it easy for the user to find the information they need and quickly.</p>	
<p>Recommended Pages:</p> <p>Home/About, Services and a Contact Page are essential. Extra pages we would recommend include Case Studies/Portfolio, Testimonials, Booking and FAQs.</p>	
<p>Clear Contact Info</p> <p>Some customers are old school and will only be looking for contact details. Make your details stand out on the menu or homepage so they don't have to go looking.</p>	
<p>Call to Actions</p> <p>Add action buttons 'Contact/Book/Find Out More' to every page. These will lead visitors to perform the actions you want them to while they are on your website.</p>	
<p>Social Media Integration</p> <p>If you use Facebook, Instagram or any other social media to produce content for your customers, make sure they know the socials exist by linking to them.</p>	
<p>Data/Customer Capture</p> <p>Give customers a reason to give you their details, i.e. offering a free consultation, discounts, etc. Capture data to use for email marketing and audience building.</p>	
<p>Local Search Engine Optimisation (SEO)</p> <p>Use Keywords that people will use to search for your business on every page to help your pages be found easier. Use SEO Plugins, like Yoast to help you.</p>	
<p>Google Analytics (GA)</p> <p>Set up and connect GA to your website to track how your website is performing, who is visiting your site and how often. These insights will help your marketing.</p>	

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