



## GENERAL DESIGN

- Secure a great domain that people will remember 10 minutes after you walked away.
- Design a clear and direct navigation header.
- Use simple & clear fonts that are easy on the eyes.
- Your logo should be png so that you can enter an alt code and image description.
- Let people know where you are online using using a social networks bar.
- Clearly have your brand description in your subheading.
- Source high quality pics for every part of your website.
- Create a call to action with a value give within 3 seconds of being on your website.
- Clearly define which one of the 10 things people actually BUY that you are selling.

## GREAT FOR THE FOOTER

- Domain and NAP - name address phone of the business .
- Invite visitors to sign up for your email subscription [even if you don't have a newsletter yet, this helps in resale].
- Disclaimers & privacy terms/statements.
- Copyright info & web designer.

## MOBILE REMINDERS

- Optimize your site for MOBILE.
- Shrink mobile header so that it's not so large on devices.

## PAGE SPECIFICS

- Create an about you page where you begin to tell your story.
- Enable a map of your physical location, even if you are virtual.
- Turn what would be your FAQ into a BLOG [instant blogs created!].
- Incorporate internal links linking to other blog posts on your site.

## TECHNICAL STUFF

- Check for broken links regularly. Think of it like housekeeping.
- Check for a slow website using a checker like pingdom tools.
- Set up and study your google analytics.
- Do not use ads until you are established and you can be sure they will be relevant.
- Do not add music to your site if it's not relevant. It slows it down.
- Use exit intent pop ups where applicable. But don't be pushy.
- SEO the heck out of your website [great meta tags, descriptions, for EVERY SINGLE PAGE and IMAGE!].

## BONUS

- Cinema graph
- Members area