

MYLIU MARKETING PRESENTS:

COMPREHENSIVE WEBSITE AUDIT CHECKLIST



A Step-by-Step Guide
to Unleash the Potential
of Your Online Presence
with these Proven Steps!

It's Nice To Meet You



Hi! I'm Lexi, a full-time digital marketing specialist,
new mama and iced coffee connoisseur.

I love connecting with other entrepreneurs and am
so glad you are here investing in your business!

Now onto the Checklist!

Hi Biz Peeps!

- Are you seeing your website as more of a decoration than a conversion machine?
- Are those website visitors not quite turning into the paying clients you're after?

If you're nodding in agreement, you're definitely in the right place.

In this comprehensive guide, I'm going to walk you through **10 website updates** to get your site to peak lead generation and conversion rates. Together we'll tackle those elements that might be holding your website back from being a true asset to your small business.

So, let's jump right in and start optimizing your online presence!

Lexi

"A bad website is like a grumpy salesperson."

-Jakob Nielson



Website Audit Checklist

Below, I've listed the top 7 areas of your website to audit. Use this checklist to ensure that your website is optimized to convert leads into clients!

1. IS YOUR SERVICE LOCATION ABOVE THE FOLD?

Especially for creative business owners offering location-specific services: **Within the first 3 seconds of landing on your website, your visitors should instantly grasp if you operate in their area.** True story: I once went through the whole contact form ordeal before realizing a photographer was miles away in a different state! Let's ensure your visitors don't go on a wild goose chase.

YES NO

☐☐

2. IS YOUR NAME EASY TO FIND?

Think of your website as the first introduction to a potential client. What do you do when you first meet someone? Say your name! Doing so fosters an immediate personal connection with web visitors.

YES NO

☐☐

3. DO YOU HAVE A CALL-TO-ACTION (CTA) ABOVE THE FOLD?

One common misstep I often notice among creative entrepreneurs websites is the absence of a clear next step. It's crucial to guide your visitors by explicitly outlining the subsequent actions and setting their expectations. **Consider incorporating a strategically placed call-to-action button above the fold to steer them in the right direction.** Additionally, I've found it effective to disperse CTA buttons throughout the page, ensuring that the desired next steps stay top of mind.

YES NO

☐☐

4. DO YOU HAVE ENOUGH COPY ON YOUR SITE?

Creative entrepreneurs often have a knack for showcasing extensive (and truly impressive!) portfolios. However, relying solely on your work's visual appeal might not effectively communicate your value to potential clients. This is where the power of copy comes in. **It's important to articulate your expertise in words, helping potential clients grasp your offerings and experience.** Moreover, having well-crafted copy also boosts your website's visibility on search engines, ensuring that your talents and services reach a wider audience.

YES NO

☐☐

5. IS YOUR SITE ABOUT YOUR CLIENT, OR YOURSELF?

Since this is your website, it's natural to focus on sharing your own story in a way that resonates with potential clients. However, remember that **your clients are primarily interested in how you can benefit them.** So, instead of diving into a lengthy "About" section detailing your passion and care for clients, dive right into showcasing the value you can bring to them. Your clients will appreciate this direct approach.

YES NO

☐☐

6. IS YOUR PRICING EASILY ACCESSIBLE?

It might not be the most popular stance, but including pricing on your website is a smart move. **Even if you're all about custom quotes, having a project minimum or an average client investment is key.** Think about it this way: imagine stepping into a boutique on a shopping spree, and nothing has a price tag. You have to trek to the cashier just to learn the prices. Then, you realize you can only afford one out of three things you wanted, all while a line of people waits behind you. Let's avoid that scenario. Keep things clear for your clients. Transparency is key to capture your ideal client.

YES NO

☐☐

7. DO YOU HAVE HIGH-QUALITY PHOTOS OF YOURSELF FEATURED?

We are the faces behind our brands, aren't we? I'm not suggesting a full-on portrait gallery, but **having at least a single, high-quality photo of yourself is a must.** And let's aim for a solo shot, not one where you've cropped out from a group photo! If you need a recommendation of someone who takes *amazing* pictures, like the ones in this guide, just shoot me an email!

YES NO

☐☐

Let's take a look at some tips in action...

STRATEGIC, IDENTITY-LED MARKETING FOR THE *ambitious* SMALL BUSINESS OWNER

BOOK A DISCOVERY CALL

About the Client

Call-To-Action

Welcome to my little
corner of the internet!

I'm *Lexi*



My Name

**High-Quality
photo of
myself**

**Problem my
services
solve/good copy**

It's time to partner with a
marketing specialist if you are:

- Burnt out from wearing all of the hats in your small business
- Unexcited by designing content and writing captions
- Exhausted from trying to keep up with digital trends
- Uncertain of what your analytics mean and how to improve
- Unsure of how to connect with your ideal client

Starting at \$500/mo

Starting at \$700/mo

Pricing

Website Audit Checklist

Here are the final 3 tips to ensure your site is ready to rock that first impression with a potential client!

8. DOES YOUR SITE LOAD QUICKLY ON MOBILE AND DESKTOP?

Site speed is a game-changer for small business websites. In today's fast-paced digital world, a quick loading website is crucial to retain visitors and enhance user experience. Research shows that users tend to abandon a site if it takes more than a couple of seconds to load. For optimal results, **aim for a site speed of under 3 seconds for both mobile and desktop users.** This ensures that your content is accessible and engaging without causing frustration. A snappy site not only keeps visitors engaged but also positively impacts your search engine rankings, making it a must-have for any business aiming to stand out in the online arena.

To test the speed of your website you can visit Google PageSpeed Insights: This tool by Google provides insights into your website's performance and offers suggestions for improvement. It gives separate scores for mobile and desktop speed along with actionable recommendations.

Website: <https://developers.google.com/speed/pagespeed/insights/>

YES

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NO

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9. ARE YOU SHOWCASING YOUR EXPERTISE?

Showcasing your portfolio on your website is like putting your best foot forward. Display a diverse range of completed projects or products, each with clear descriptions that explain the problem you solved and the results you achieved. Remember to obtain client permission before featuring their work. Pair client testimonials with relevant portfolio items to reinforce your credibility.

Keep your portfolio page organized and up-to-date, highlighting standout projects. By presenting your expertise in a visually appealing and user-friendly way, you'll build trust and show potential clients why they should choose your business.

YES

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NO

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10. DOES YOUR SITE HAVE SECURITY MEASURES?

A secure website is paramount for small business owners as it safeguards sensitive customer data, instills trust, and bolsters online credibility. **Implementing SSL encryption ensures that information exchanged between the website and users remains confidential and protected from cyber threats.** This not only prevents data breaches and identity theft but also elevates the perception of your business in the eyes of potential clients. With search engines favoring secure sites and browsers displaying warnings for unsecured ones, a secure website is essential to maintain a competitive edge, foster customer loyalty, and ensure a smooth and secure online experience for all visitors.

YES

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NO

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11. BONUS TIP #1! DO YOU HAVE A PRIVACY POLICY?

A privacy policy is a critical component of your small business website, serving as a transparent commitment to safeguarding your visitors' personal information. **This document outlines how you collect, use, and protect data, instilling trust by demonstrating your dedication to privacy.** A well-crafted privacy policy not only helps you comply with legal requirements but also assures your visitors that their sensitive information is handled responsibly. In an era where data breaches are a concern, having a clear privacy policy can differentiate your business, fostering confidence among potential clients and ensuring a positive online experience.

YES

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NO

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12. BONUS TIP#2! DO YOU HAVE TERMS AND CONDITIONS?

Having clear and comprehensive Terms and Conditions (T&C) on your small business website is essential. T&C establish the rules of engagement between you and your visitors, outlining rights, responsibilities, and expectations. They help protect your business by addressing issues like liability, intellectual property rights, refund policies, and more. **Having well-crafted T&C builds transparency and trust, minimizing misunderstandings and potential legal disputes.** It's a crucial step to demonstrate professionalism, set boundaries, and ensure a smooth and trustworthy online interaction for both you and your customers.

YES

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NO

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And there you have it!

This guide has taken you through
12 game-changing website updates
that are the key to turbocharging lead
generation and skyrocketing conversion rates.
Armed with these savvy strategies, you're all
set to unveil a website that's not just a pretty
page, but a power-packed asset to your
small business. I'm so excited for you to rock
your online presence like never before!



*Thanks for
reading!*

**Want feedback on your newly
updated site? I'd love to help.**

**Shoot me an email with your
website name and I'd be happy to
perform a complimentary audit of
the 12 tips we discussed.**



lexi@myliummarketing.com
www.myliummarketing.com
@myliummarketing