

THE 4 STEP WEBSITE CHECKLIST

GUARANTEED TO INCREASE YOUR WEBSITE'S REVENUE POTENTIAL



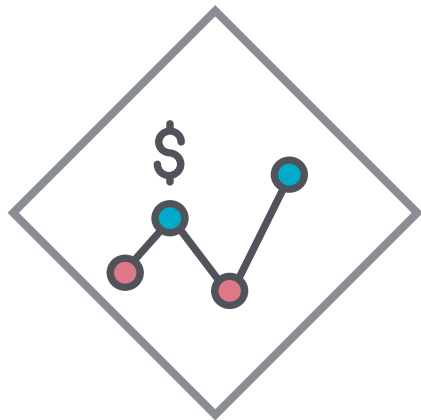
DESIGN

**Sleek, Tailored
Design**

Is your website as well designed as possible?

Does it reflect and showcase the services you offer?

Design is everything, it sends an instant message to a potential client.



STREAMLINE

**Streamlined,
Simplified Process**

When a potential client arrives to your website, the process from them arriving to them enquiring or with you needs to be as straightforward and simple as possible.

Make it easy for a site visitor to enquire about becoming a client!



TRUST

**Build Customer
Trust**

Credibility is key, strategically placing testimonials and reviews builds a visitors trust in your business.

Building a visitors trust is proven to increase conversions. Show off previous happy clients to potential clients!



DRIVE

**Drive and Control
Traffic**

Call to actions (CTAs) prompt visitors to enquire or take action with you.

A strong CTA allows you to both control and drive your website traffic exactly where you want them to go. Linking this with customer trust is key to getting conversions!