

# Your Website Checklist

Everything you need before you go live

Tick each item off as you build. You don't need to do it all at once — just make sure everything's covered before you start sending people to your site.

## SECTION 1 — YOUR ESSENTIAL PAGES

- Home page**  
Clear headline, who it's for, and one obvious next step
- About page**  
Your story, your values, and who you help
- Contact page**  
Form or email address — and check it's in your menu!
- Offer page**  
Services, products, or 'Work With Me' — clearly explained
- Privacy Policy**  
Required if you collect email addresses or use analytics

## SECTION 2 — YOUR HOMEPAGE MUST-HAVES

- A clear headline**  
Says what you help with in plain English
- A supporting sentence**  
Confirms who the site is for
- One call-to-action button**  
e.g. 'Start Here' or 'Read the Beginner Guide'
- A line of reassurance**  
e.g. 'No hype. No unrealistic timelines.'
- Key navigation links**  
Blog, About, Contact — easy to find

### **A quick tip:**

*Ask yourself: if a stranger landed here right now, would they know what to do next?*

*Not what to think — what to DO. If the answer is no, tweak your headline first.*

## SECTION 3 — YOUR ABOUT PAGE

- Why you started the site**  
Connect emotionally with readers who feel the same
- Who you help**  
Be specific — your ideal reader should feel seen
- What they can expect**

## SECTION 4 — YOUR CONTACT PAGE

- A short welcoming line**  
Make it feel friendly, not functional
- A contact form with labelled fields**  
Clear labels help everyone, including older readers
- Your email address (optional)**  
Adds a layer of reassurance
- Expected reply time**  
Even 'I aim to reply within 3 days' helps
- Social media links (if relevant)**  
Only include ones you actively use
- It's in your main menu**  
Check this. Then check it again.

## SECTION 5 — YOUR OFFER OR PRODUCTS PAGE

- Clear name and description**  
Say what it is in one plain sentence
- Who it's for**  
Specific beats vague every time
- What they get**  
List the inclusions simply and honestly
- How it works**  
Step-by-step removes hesitation
- An FAQ section**  
Answer the obvious worries before they're asked
- One clear next step**  
Buy, sign up, or get in touch — one action only

## SECTION 6 — TRUST EXTRAS (ADD WHEN READY)

- Testimonials**  
Even 2-3 real quotes make a big difference
- A Resources page**  
Your favourite tools in one place — great for affiliate links too
- Newsletter signup with a freebie**  
One box, one offer, no overthinking
- Cookie/privacy banner**  
Use your platform's built-in option to start