Your Website "Wow Factor" Checklist

Your website is the first impression of your "Wow factor." It gives your visitors a deeper sense of what your mission is all about, tells them why you are the one to help them, builds trust in you and your services, allows them to stay connected, and clearly offers them a way to purchase your services/products. In short, your Website's job is to communicate, capture and convert.

Does your website do its job? Use the Checklist below to evaluate your Website's "Wow Factor." And remember, we are here to help.

Clearly Express Your Mission

- ☐ Creates a first impression that is visually engaging and inspires the visitor.
- ☐ Features a Video that allows you to be seen and heard and offers a "Call To Action."
- ☐ Clearly says what you do, why you do it, and who you do it for.
- ☐ Offers your Transformational Promise. What is the result of working with you?
- ☐ Address needs or desires of your ideal client and demonstrates your ability to serve them.
- ☐ Uses language that your ideal client can relate to so they can put themselves in the picture.

Interactive

- ☐ Lead Magnet/Opt-In opportunity. Your clients give their email address in exchange for your free valuable content.
- ☐ Links to your social media so that your visitors can "engage in the conversation" and see you in action.
- ☐ Contact Information and Contact Forms in key areas so that your visitors can easily reach out for 1-on-1 support.
- ☐ Regular Blogs of relevant content that your visitor can subscribe to – blog is delivered automatically through email as well.

Informative

- ☐ Offers the quality and quantity of information that is helpful to a visitor.
- ☐ Gives the prospect all the info they need to become a customer or client.
- ☐ Answers Frequently Asked Questions (FAQs).
- ☐ Describes products/services accurately and completely (without info overload).
- ☐ Clearly lists pricing, processes, dates, location, pricing, return policies.
- ☐ Features a Terms of Use/Privacy Policy page so the user knows their rights and protections.

Easy to Navigate

- ☐ Structural layout that directs the visitor's attention to content that will give value immediately.
- ☐ Offers a seamless user experience so the visitor can access info that interests them easily and quickly.
- ☐ The pieces are interconnected, with links that guide the user to next-level content while also providing the freedom to explore.

Builds Trust

- ☐ Establishes you as an expert, delivering reputable products/services.
- ☐ Communicates directly to the needs of your visitor so that they feel understood.
- ☐ Speaks to the most common objections people have in adopting your service or product.
- ☐ Displays client/customer testimonials and/or interviews as social proof.
- ☐ Demonstrates expertise through portfolios, links to clients websites, photo galleries demonstrating where your product/service has been used with success.

Easy to Update

- ☐ Word Press website that is easy for you or a teammate to make simple content updates.
- ☐ Ensures that all pricing, special offers, events dates etc. can be kept current or changed fast.
- ☐ Flexibility of a Word Press platform that has many plug-in for adding special functions as your business grows.

Automated Backend Integration

- ☐ Integrated with Infusionsoft for automated Ecommerce, CRM, Content Delivery, etc. {www.Wisdompreneur.com/automate}
- ☐ All points of contact made by a prospect or customer through the website are automatically responded to without manual action steps.
- ☐ Contact Forms are connected to your CRM so that all prospects are automatically added to your database and their action is "tagged".
- ☐ Opt-in forms that are connected to automated "campaigns" so that delivery of content is on autopilot.

Actively Converts Visitors into Clients

- ☐ Features a Lead Magnet - free valuable content -to encourage Opt-Ins – visitor gives their email address in exchange for valuable information that meets their need/desire.
- ☐ Follow-up communication to make your irresistible offer.
- ☐ Product/services that are enticing and easy to understand.
- ☐ Time-limited special offers & discounts that encourage the prospect to buy now.
- ☐ E-commerce system that allow your prospect to click and buy right then and there.
- ☐ Purchasing bundles or service packages that allow the prospect to say "yes" in a bigger way.