Actionable Checklist

	YES	NO
My website demonstrates my business values <u>in action.</u> This means we show what we do well, rather than say what we do well. Potential customers can clearly see our value and the values we believe in.	☐	☐ Revise your values, create a short value statement, incorporate that into your content**.**
My online presence regularly communicates our values in what we do. This could be daily, weekly, monthly, or annually, depending on your business needs.	☐	☐ Create a plan that communicates your values regularly through your content.
When clients visit our website, they can find what they need quickly with minimal difficulty.	☐	☐ You may have too much content on your website. Determine what is essential and the simplest way you can communicate your message. Delete all others.
The voice of my website is consistent on every single page.	☐	☐ Does one person manage your communications or do multiple people manage it? Consider nominating one person as your communicator, or consider creating a style guide for all employees to follow.

The voice of my website is present on social media platforms.	☐	☐ Does one person manage your communications or do multiple people manage it? Consider nominating one person as your communicator, or consider creating a style guide for all employees to follow.
The website is free from spelling and grammatical mistakes. If using English, we consistently use either UK English or American English.	☐	☐ Do you spellcheck your work before publishing it? Do you have a second employee read over the content to pick up any potential issues, such as spelling issues spellcheck may miss? Do your employees know the difference between UK and USA English?
The font is consistent and matches our image and logo.	☐	☐ It is worthwhile creating a style guide for all employees to follow that specifies the type of font and size required for body text as well as sub-headings and headings. The font you use should match the overall style of your logo.
The language is appropriate for our target market.	☐	☐ It is worthwhile creating a style guide that sets rules for appropriate language on your website and on each social media platform. As a guide, find publications that your target market is most likely to read and emulate their style.

The website is free from technical jargon	☐	☐ If technical terms are essential, it is recommended that you explain them in easy-to-understand language.
Any jargon is explained in easy-to-understand language	☐	☐ If technical terms are essential, it is recommended that you explain them in easy-to-understand language.
The website copy is clear and concise	☐	☐ Go through your copy and delete any unnecessary sentences. You'll end up with a series of sentences that have value and meaning. Rewrite them to flow well.
If I were considering my business from the clients point of view, I would consider my business to be professional	☐	☐ This is normal if you are a startup or a small-business competing with more established companies. Look at your competitors and see what you like about their websites. Don't copy; use it as inspiration.
My business presence is as professional as my competitors	☐	☐ How can you create a website that is better than your competitors? What are your competitors missing or what can you do better?
My website has videos	☐	☐ Do you think you could benefit from adding a video to your website?

Our videos load quickly across all devices and operating systems.		☐ Is the video essential to your message? Could you transform the video into a shorter or lighter clip? Could you turn it into a downloadable pdf or image?
Our videos add-value to our message.		☐ What message do you want communicated in your videos? How can you edit and revise your videos to include this message?
Our logo does not pixelate when viewed on large screen sizes.		☐ Could you benefit from a custom-designed logo?
My website is free of filler words.		☐ Go through your copy and delete any unnecessary words or phrases. You'll end up with paragraphs that communicate with strength.
All stories on our website align with our products, services, or values.		☐ Replace or edit your story to one that communicates your company's mission.
Content on my website is up-to-date and relevant. We post enough content on a regular basis.		☐ Create a schedule for timely posts in relation to your industry that requires you to publish content within specific timeframes

<u>My Action Plan</u>

Further Reading

- <u>How To Grab Your Target's Attention in 8 Seconds or Less</u>, Joshua Conran, Inc.com
- <u>Seven Seconds to Make a First Impression</u>, Carol Kinsey Goman, Forbes
- <u>The Rising Cost of Consumer Attention: Why You Should Care, and What You Can Do about It</u>, Thales S. Teixeira, Harvard Business School
- <u>The Critical Moment: Gaining And Holding Customer Attention In A Fast-Paced Media Market,</u> Michael Brenner, DigitalistMag.com
- <u>How important is it for a company to have a great logo?</u> Peter Shadbolt, BBC Business News
- <u>8 Guaranteed Ways to Drive Customers Away</u>, Jeff Haden, Inc.com
- <u>10 Filler Words to Cut from Your Writing</u>, Erin Feldman, Writerightwords.com
- <u>Why Storytelling Is The Ultimate Weapon</u>, Jonathan Gottschall, Fast Company
- <u>How to Tell Your Company's Story</u>, Nadia Goodman, Entrepreneur