

Website Essentials Checklist Outline



Who Are You?

- Mission Statement**
Why do you exist? What is your purpose as a business?
 - Vision Statement**
*What is the desired future of your business?
What impact will it have?*
 - Value Statements**
How do you provide value to your customers?
 - Value Proposition**
What makes you different or better than the competition?
 - Your Business's Story**
*This is best told through an About Us page with a
brief history and current state of business*
 - Your Team**
*People love to hear about people,
tell your customers about your team!*
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What Do You Offer?

- Your Products or Services**
List them and describe them
 - Solutions**
How do your products and services solve your customers' problems?
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Where Can Customers Find Your Goods and Services?

- Store Address**
 - Directions to Your Store**
"Right in the heart of downtown," or, "Just a short drive from..."
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Why Is Your Business Important?

- Qualifications**
Certifications, awards, proof points
 - Testimonials**
Showcase your past customers!
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Where and How Can You Be Reached?

- Hours of Operation**
Days and times of operation
- Call to Action**
Be sure to tell your customers what to do!
- Contact Information**
"Right in the heart of downtown," or, "Just a short drive from..."
- Transitional Call to Action**
If your customer isn't ready to buy from you, what else can they do?