

9 - FINALISING

CHECKLIST

- SEO title and description - site wide
- SEO title and description - all main pages
- Featured image chosen for each page
- All images have SEO title, and Alt text description ready
- Site map sorted
- All major pages wireframed
- Professional photographs sorted and chosen
- Storytelling used appropriately within content
- Signature offer is finalised
- Down-sell offer/offers decided upon
- Lead magnet is designed
- Lead magnet sales page and thank you page content written
- Email sequence planned
- Testimonials ready for inclusion into website
- Book a call if appropriate - set calendar
- Contact page - questions on contact form / social media / map?