



Website

If you already have a website ask yourself the following critical questions:

- Is it easy to navigate?
- Are your 'calls to action' buttons clear and visible?
- Is it clear in 6 seconds what you offer?
- Is it easy to read your website content? Does the font/type size and line spacing make it easy on the reader's eye?
- What content can you delete which adds no value to the reader?
- What important information could you add value to your customer experience? For example faqs, instructions, size charts, shipping etc.
- Who can you ask for a testimonial, endorsement or product review?
- What can you add or change to better connect with your audience?
- Are the contact details clear and easy to find?
- Have to setup your mailing list account (I recommend MailChimp, they are free and easy to setup and link to your website 'signup button'.
- Make sure your website is mobile friendly, clean, professional and modern in it's visual layout.
- Are the images you use good quality? Do they load onto the page fast?
- Does your website visually compete with your competitors?