



website checklist

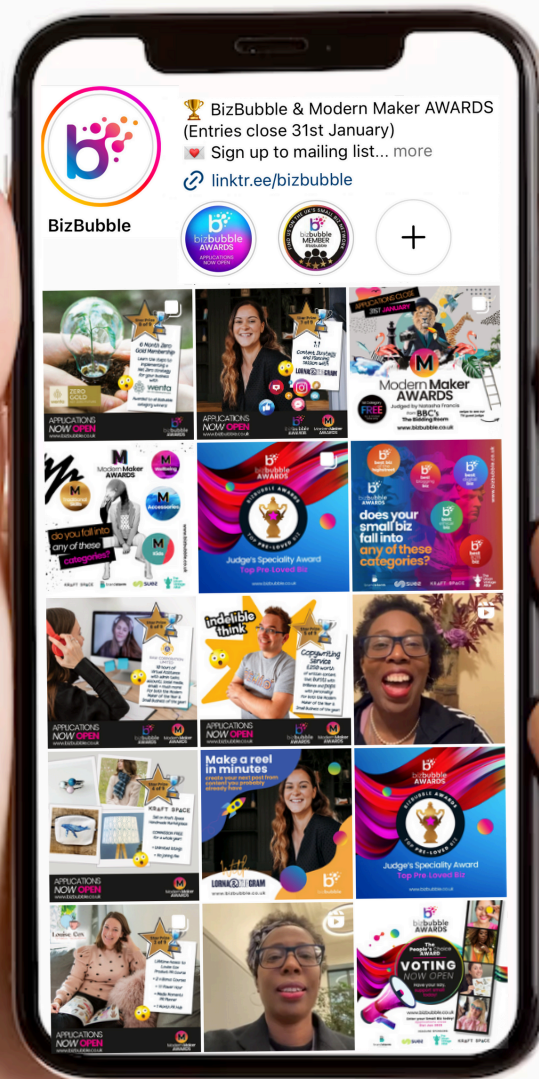


“Convert website traffic into sales effortlessly with this ultimate website checklist, packed with over 350 simple yet powerful actionable steps.”

Fiona Fox Florist

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For small business networking,
awards, support and community



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VISIT WEBSITE

WEBSITE CHECKLIST

HOMEPAGE

HOME PAGE BUILDER	✓
Bar announcement on brand colours but eye-catching	
Bar announcement displays ongoing and actual offer with urgency (eg.: BLACK FRIDAY, 48h Flash Sale)	
Bar announcement displays a "Free Shipping" announcement (if applicable) (recommended)	
The home page is professionally designed, decluttered, and creates a positive first impression	
Main first banner displays store's unique selling/value proposition at a glance	
Main first banner displays real faces and real people when possible, using bestsellers products	
The home page contains meaningful high-quality graphics and pictures	
Main first banner contains a clear CTA (eg: Discover)	
Main first banner highlights reviews counts received (eg: 1,548 reviews)	
The home page highlights any specific deals, special offers or urgency offers visible in the first 7 seconds	
A 3/4 parts section underneath the banner shows why audience should buy from you (Eg.: Fast Free Shipping, Easy Exchange, etc)	
The home page contains Bestsellers sections (N/A for a one-product store)	
The home page contains New Arrivals sections (N/A for a one-product store)	
The store uses special category pages (best-sellers, new, sale, "30% off", etc.) that take users into a shopping mode	
The home page contains an option for customers to contact the store without leaving it (e.g. live chat, email, or phone number)	
The home page shows recently viewed items for returning visitors	
The home page shows a sticky or a 3sec pop-up form with an incentive, to catch email addresses/phone numbers	
The sticky or a 3sec pop-up form use a quiz, freebie or big coupon code to catch email addresses/phone numbers	
The home page shows "Y purchased Z, X hours ago" pop-up at the bottom	
The home page shows founders behind the products along with their mission and vision, while keeping the audience in mind	
The home page shows recently viewed items for returning visitors	
The home page gives the possibility to open an account to keep track on orders	
The home page gives the possibility to earn points based on purchases (eg.: Rewards Scheme App)	

WEBSITE CHECKLIST

HOMEPAGE

SOCIAL PROOF		✓
The home page contains general customer reviews or product specifics at the bottom of the page, linked to the product itself		
The home page shows overall store ratings from authoritative review sites (outside yours) in a bottom section (e.g. Trustpilot...)		
The home page contains awards, trust-badges by the store		
The home page contains "As Seen As" section with logos of news sites/blogs/celebrities where the brand has had any exposure		
The home page highlights "As Seen As" section with logos of well-known brands (eg.: Cosmopolitan)		
The home page contains user-generated photos and videos (e.g. from Instagram, emails) but not linked to it		
The home page does NOT contain any social media direct link (so shoppers aren't leaving and stay on-site to purchase)		
The home page contains a few behind-the-scenes photos and videos (eg.: curating products, designing, packing)		
USER NAVIGATION		✓
The navigation is clear, easy and sections used are related between each other (eg.: Shop by room, Shop by age)		
The navigation contains sub-categories to enhance user navigation		
The home page contains a clear search field at the top of your site		
The home page contains a box to choose language options from		
Main navigation does NOT include unnecessary links (eg. privacy policy, return policy, and terms and conditions)		
Cookie notification bar can be easily closed or approved (under 2 seconds)		
FOOTER LINKS		✓
Footer highlights benefits of shopping at the store (e.g. free shipping, returns, guarantee, contact information)		
Footer contains a "Back to top" link so the user can easily go back to the top		
Footer contains the physical address and/or photo of the office (trust)		
Footer contains the return policy, privacy policy and terms & conditions on any given page with one click		
Footer shows trust icons / seal badges along with reassuring copy (e.g. "Shop with confidence")		
Footer includes links to main collection and pages (eg.: blog, contact, about page)		

WEBSITE CHECKLIST

HOMEPAGE

GENERAL	✓
All meta description are under 155 characters and completed	
Google search console set up	
Sitemap is submitted	
Professional domains bought	
Loading speed checked https://pagespeed.web.dev/	
Facebook pixel installed	
Keyword research conducted for brand, store, and products	
Page titles are under 60 characters	
Only one H1 tag is used on ALL pages	
Primary keyword is used in each page URL	
Alt text is completed for all images	
Website is mobile user friendly	
Google my business is set up	
Meta business suite is set up	
Redirected email address is set up	

WEBSITE CHECKLIST

PRODUCT PAGE

PRODUCT DESCRIPTION	✓
Product description should provoke emotions and feelings	
Product description is easy to read (font size, contrast and out loud)	
Product description is easy to scan (bullets points, short paragraph)	
Each main section has its own headline with keywords	
First section contains long tails keywords to rank for	
Product description highlights audience pain points	
Product description highlights audience biggest dream	
Product description highlights audience FOMO (fear of missing out)	
Product description highlights unique selling proposition	
Product description uses "you" to talk directly to target audience	
Product description highlights benefits of the product	
Product description highlights a "better tomorrow statement"	
Product description contains a CTA (call to action)	
Product description highlights a bonus	
Product description highlights audience pain points	
Product description contains colour (if applicable)	
Product description contains size (if applicable)	
Product description contains content (if applicable)	
Product description contains options (if applicable)	
Product description contains variations (if applicable)	
Product description contains instructions (if applicable)	
Product description contains packaging (if applicable)	
Product description talks about social proof (eg.: Community size, followers amount, Press etc)	
Product description contains on-going offer and final CTA (call to action)	
Any items required for functionality are listed (ex. batteries), whether or not they are included	
Country of creation or origin is listed	

WEBSITE CHECKLIST

PRODUCT PAGE

SOCIAL PROOF	✓
Product page highlights PR logos of news sites/blogs/celebrities when applicable	
Product page shows reviews, with product photos, star rating, name and "verified" buyer	
Customer reviews visually stand out from the rest of the page (background)	
Product page contains lifestyle photos of customers using the product	
Product page contains videos (with happy faces) of customers using the product (UCG)	
Product overall star ratings are shown under the main title	
Product page contains the number of customers (eg.: "This item has been ordered X this month")	
Product page contains video testimonials	
Product page contains the number of Facebook and Twitter followers	
Product page contains a "Contact us" section visible and accessible	
Product page shows payment logos	
Product page contains photos (with faces) of customers using the product	
Payment logos contains quick security text underneath (eg."Your transaction is secure, we respect your privacy")	

PHOTOS, IMAGES AND GIFS	✓
Main photo is decluttered, close up	
Zoom on photos is enabled	
Gallery product photos shows product from different angles	
Photo tells visually how big/small the product is	
Gallery shows thumbnails of other available images	
Contains photo on a plain background (white if possible) with plenty of light	
Contains photo of your product packaging	
Contains photo of the process of the product being made (optional)	
Contains photo of the transformation (life with/life without)	
The photo gallery contains videos or animated gifs	

WEBSITE CHECKLIST

PRODUCT PAGE

PHOTOS, IMAGES AND GIFS (CONT...)	✓
The photo gallery has a swap option on mobile	
Each product variation has its own photo	
Each product variation is linked to its own photo	
Main thumbnails has its relevant colourful badge (eg.:On Sale, New, Launch) (if applicable)	

THE PRODUCT	✓
The product title is descriptive	
The product has a bold, larger title	
The product shows a badge 'Digital' for ALL digital products (if applicable)	
The product title is under 65 characters, optimised for Google search results	
The product title contains long-tail keywords	
The product subtitle highlight key product benefit using powerful words (e.g. unique, secret, now, new, exclusive)	
Product rating overviews are shown under product titles and linked to product reviews section on the same page	
A short list of other main benefits of the product shows first, linked to a detailed description (with green check ticks)	
The product page explains how to use the product in 3 steps	
The product page explains clearly who is/who isn't the product for	
The product page explains why audience needs the product	
The product page explains length of production time	
The product page explains length of shipping	
The product page explains cost of shipping	
The product page explains process to cancel an order	
The product page explains process of the exchange of an order	
The product page explains process if order is late or not delivered	
The product page shows related product section	
The product page shows reviews section (text + pictures + videos)	

WEBSITE CHECKLIST

PRODUCT PAGE

THE PRODUCT (CONT...)	✓
The product page shows reviews section (text + pictures + videos)	
The product page shows photos/videos/text of brand ambassadors	
The product page shows photos/videos/text of past customers	
The product page show chart or sizing tab (if applicable)	
The product page shows product comparisons	
The product page give option to start a chat or have a responsive chatbox with a real face thumbnail	
The product page contains an option to change currencies	
There is no blank unused space on the product page	
The product page shows footer and links at the bottom	
Shoppers can use a breadcrumb link to return back to this product's category	
The product page contains an upsell option on pop-up with complementary product	
The product page contains an down-sell option on pop-up with complementary product	
The product page contains an cross-sell option on pop-up with complementary product	
The product page allows user to mark product in a wishlist	
The product page shows bundle prices (Eg.: Get 25% when you order 3, Get 55% when you order 4)	

WEBSITE CHECKLIST

CATEGORY PAGE

CATEGORY PAGE	✓
Shoppers can use filters (eg.: 'price', 'best-sellers', 'new')	
The sorting feature is shown in the top-right corner above the product list, easy accessible	
Collection page has clear sub-collection pages (if applicable)	
Collection categories have their own specific designs/creatives	
Collection shows the exact number of products available on each page	
Each collection page contains a copy section with relevant keywords	
Sticky navigation bar is always shown when scrolling down the page on collection pages	
Second pictures are shown when mouse hovers on the products	
On brand and consistent photos are used for better scannability	
Photos/images are all in the same sizes, same ratio	
The category page clearly shows which product variants (size, color) are available for each specific product	
Reviews stars and counts are shown under each title	
CTA button shows under each product to entice them to look, discover or shop now	
Scarcity on products (when applicable) that are limited in stock is shown (recommended)	
Items out of stock are shown with a CTA for a pre-order option	
Items out of stock are shown ("You just missed it") so the scarcity above is more convincing	
Main product thumbnails are shown (eg: New, Popular Now, Bestseller, Trending)	

WEBSITE CHECKLIST

CATEGORY PAGE

FILTERING PRODUCTS	✓
Category page offers easy to understand and useful filters (applicable only for stores with a large number of products)	
The filters are prominent enough (relevant only for stores where users are prone to use filters)	
The most popular filters are shown at the top of the filters	
Only relevant filters are shown for each category (e.g. screen size for "Monitors" category)	
It is clearly visible (especially on mobile) that filters are applied, how many there are and can be easily removed	
Users can select multiple filters at once	
Filters are shown in a standard position on the left or on top (below the category name)	
When a filter is selected, the category page auto-updates in real-time (ajax)	
Product filters are sticky and can be easily accessed at any given moment	
Relevant selectors are used for different types of filters (e.g. color swatches instead of "blue", price range slider where users can type in the minimum and maximum price instead of a pre-made list of price ranges)	

WEBSITE CHECKLIST

CONTACT PAGE

CONTACT PAGE	✓
Contact page contains registered office address	
Contact page contains exchange and returns address	
Contact page contains a contact form with name, address and pre-filled questions	
Contact page contains a short copy explanation about when the team will be back to them	
Contact page contains a clear email address to be contacted outside site	
Contact page reminds shoppers to contact team in case of any issue ASAP	
Contact page contains "Track My Order" section where they can enter their order number #	
Contact page contains a full FAQ	
Contact page contains a "Recently Viewed" products section to entice them to go back to the shop	

WEBSITE CHECKLIST

ABOUT PAGE

ABOUT PAGE	✓
About section explains who you are	
About section explains what you do	
About section explains why you do it	
About section explains how do you see your brand growing and what's coming next	
About section talks about your target customer pain's points	
About section mentions how you can help	
About section explains how you differentiate yourself from other competitors	
About section talks about the transformation you are offering (eg.: self-esteem, confidence, organisation, etc)	
About section contains strategic set of keywords you want to be found for known for SEO purposes (Long tail keywords)	
About section talks about your target customer biggest goals and dreams (so they feel understood)	
About section talks about founder's past experiences they went through to build trust	
About section talks about what's makes founder qualified to produce/create these products	
About section includes long tail keywords throughout	
About section is updated often, is timely and relevant	
About section doesn't include any social media links	
About section is written with the brand's personality and tone of voice in mind	

WEBSITE CHECKLIST

CHECKOUT PAGE

CHECKOUT PAGE	✓
Checkout page is decluttered from noise and unnecessary information	
The checkout allows the user to make a purchase as a guest to avoid unnecessary steps	
The site provides info during checkout (e.g. a progress bar indicates where the user is in the checkout process)	
If there is a multi-step checkout, it's clear what will happen after you click each CTA button (eg.: Next, Place order now.)	
The form allows auto-completion from users saved info to make it as speedy as possible	
The checkout page shows the user a clear order summary before purchase	
Checkout page contains seals and trust badges (eg.: Guarantee, Hassle-Free Exchanges)	
Checkout page does NOT contain any outgoing links (e.g. clickable logo, social media links, navigation and footer)	
The site's privacy policy is easy to find, especially on pages that ask for personal information, and the policy is simple and clear	
Checkout page still offers an easy way to get in touch with the store, LIVE (e.g. live chat, email, phone number)	
Checkout page contains only one CTA button is colourful, big and bold	
Email marketing subscription is pre-ticked	
Checkout page allows to log-in into account easily	
Password recovery is easy and quick with clear error language in bold and in red	
Checkout page shows delivery cost	
Checkout page shows delivery length	
Checkout page contains a "Note to Seller" box to allow additional info from customer	
The layout of input fields is as simple as possible (single column, ideally)	
The checkout page has the minimum amount of input fields needed for completing the purchase (the less is best)	
The checkout page input inside fields are giving examples, greyed out but still visible to assist user with data entry	
The checkout page has an option to check "the billing address is the same as shipping", so user doesn't need to enter the same address twice	

WEBSITE CHECKLIST

CHECKOUT PAGE

CHECKOUT PAGE	✓
The checkout allows multiple payment options (eg.: Shop pay, Apple pay...)	
The checkout allows installment methods and showing it (e.g. Klarna) with clear monthly payment and duration info	
Credit card input fields are shown on a gray formal background for higher (perceived) trust	
Optional and mandatory fields are easily distinguishable	
The checkout does NOT force user to enter phone numbers and is left unticked (unless it is necessary for contact purposes)	
If phone number is being made mandatory, checkout page shows explanation next to it (precise 'not for marketing purpose')	
The checkout page is customised with strong branding colours, logo, and fonts	
Accounts are being made optional, customers can create accounts or checkout as guests	
Checkout allows customers to check out with either phone and/or email	
Checkout requires at least customers first name	
Checkout page leaves the field 'Address Line 2' optional	
Checkout page allows address autocompletion	
Checkout page is translated to user's first language	
Input fields use inline validation with a prominent green/red border and arrow/x sign (e.g. if the email is correctly entered)	
The error state of incorrectly filled out input fields clearly states what is wrong and how it should be corrected	
The checkout page shows order bumps (eg.: 'Rush Fee', 'Urgent shipping', 'Gift packaging', with low prices under £5)	
Use urgency triggers (Eg.: 'Your items are reserved for 10 mins', 'Completed your order in the next 12 mins, it will be shipped today')	
Store default button CTA is changed to own brand's tone of voice CTA (eg.: 'Place my order now!' instead of 'Buy now')	
Checkout page does NOT contain any newsletter sign up to avoid distraction	

WEBSITE CHECKLIST

CART PAGE

CART PAGE	✓
The overall cart design is clear and uncluttered	
The cart displays a scarcity message (eg.: Your items are in high demand this week')	
Urgency triggers are used ("Your items are reserved for 10 minutes", "If you order in next 12 minutes, the order will be shipped today")	
The cart page clearly informs the user how far away they are from the threshold for the next % discount offer	
The cart shows all product information such as title, variations, quantity, price, options	
The right product image is shown for the chosen product variant (e.g. Red dress)	
The cart automatically updates when quantity of a product is changed	
The user can easily remove an item from the cart (eg.: font colour visible)	
Information about delivery time is provided	
Information about processing and production time is provided	
Information about shipping is provided	
Scarcity triggers are shown next to each item ("Only 1 item in stock") in a prominent color (e.g. red, orange)	
Checkout page still offers an easy way to get in touch with the store, LIVE (e.g. live chat, email, phone number)	
Information about returns, refunds and a money-back guarantee is shown on a pop-up or at a glance	
Offer a way to enter a coupon code but with a hidden input field (so users won't go searching for coupon codes on Google)	
The cart button ITSELF shows an additional % discount offer (to bring user further down the funnel) (eg.: Instead of 'Next', use 'Get extra 10% OFF Now')	
The cart offers upsell/cross-sell products with benefits and urgency ("Now or never") and a special discount (e.g. 50% OFF)	
The cart offers FREE shipping for all and display this message all over (recommended)	
The cart shows if VAT and additional taxes are included	
The cart shows seals and trust badges	
The shopper is shown how much they will save on their entire purchase near main CTA	

WEBSITE CHECKLIST

FAQ PAGE

FAQ PAGE	✓
Answer question about: What is the status of my order?	
Answer question about: Can I change my order?	
Answer question about: Where do you ship to?	
Answer question about: Where do you ship from?	
Answer question about: How long does it take for you to ship my order?	
Answer question about: What payment methods do you accept?	
Answer question about: Which currency will I be charged in?	
Answer question about: Do you offer 3 or 4 times payment option?	
Answer question about: Do you offer fast shipping?	
Answer question about: How can I track my package?	
Answer question about: What if I'm not home for delivery?	
Answer question about: Will I pay taxes for international shipping?	
Answer question about: Do you accept returns? If so, what's your policy?	
Answer question about: Can I exchange an item?	
Answer question about: Are returns free?	
Answer question about: How long does it take to process a return?	
Answer question about: Do you offer a referral program? How does it work?	
Answer question about: Do you propose wholesale orders?	
Answer question about: Do you have physical stores?	
Answer question about: Do you attend market fairs? If so, when/where is the next one?	
Answer question about: Do you offer next day delivery?	
Answer question about: What if I want to cancel/change my mind?	
Answer question about: What to do if my order is damaged?	
Answer question about: How do I purchase a gift card?	
Answer question about: Do I have to pay customs?	
Answer question about: I've made a mistake in my order, can I change it?	
Answer question about: What do your customers say about you?	
Answer question about: If I want to collaborate with you, who do I contact?	
Answer question about: Do you offer custom?	
Answer question about: Do you offer personalisation?	
Answer question about: When did you create this company?	

WEBSITE CHECKLIST

BLOG PAGE

BLOG PAGE	✓
Each blog post contains a catchy headlines using long-tail keywords for SEO purpose	
Write in short sentences	
Each new blog post contains relevant images and videos	
Each new blog post contains bullet points where relevant	
Paragraphs are broken into small readable parts	
Each new blog post contains a primary long-tail keyword to be found for	
The primary keyword is used on the headline	
The primary keyword is used on the intro	
Optimise the images and compress files before uploading them for quicker loading speed	
Make sure to use the primary keyword in the URL (eg.: /silksfacemasks)	
Each new blog post contains internal linking with relevant and related blog posts	
Each new blog post contains the main keyword in the conclusion	
Each new blog post contains the primary keyword in the meta description	
Each new blog post contains brand own ton of voice	
The blog post in an easy-to-understand tone (8th grade standard)	
The blog post is unique	
The blog post contains a call-to-action	
The blog post is giving links towards relevant resources	
The blog post is linking own store products or collection page	
The blog is a written long-form content (best for SEO)	
Each blog post keeps target audience in mind, using vocabulary they are using	
Each blog post is mentioning target audience's biggest desires, fears, goals and dreams	

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We genuinely do want to grow with ambitious people and
build a strong community over time of like minded people.

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