

BUILDING A WEBSITE THAT DRIVES REVENUE CHECKLIST



Want to improve your conversions? Are you getting the traffic you want, but not enough sales and revenue? Follow this checklist to find out if you're taking the necessary steps to building a website that drives revenue, not just traffic.

1 HEADLINES

- Are the headlines on your website pages clear?
- Are they making your visitors want to see more?
- Are you testing different headlines to see what works best?



2 FACEBOOK PROMOTIONS

- Did you:
 - Find great content?
 - Format it for Facebook?
 - Promote it on Facebook?
 - Test it?
 - Profit from it?

3 CREATING CONTENT

- Is your message easy to follow and understand?
- Are you using bullet points?
- Are you adding images to your content?



4 WEB COPY

- Is your message clear and valuable?
- Does your audience trust you?
- Have you answered your readers' main objections?

5 WEB COPY - PRODUCT

- Do your readers what they will get from your product?
- Have you backed up the claims you're making for the product?
- Have you made the next step clear?

6 LANDING PAGE

- Are you designing based on your copy?
- Do you know what the emphasis should be for the page?
- Do you know what elements need to be included on the landing page?



7 WEBSITE COMPATIBILITY

- Does your website work properly on all browsers?
- Does your website work on mobile devices?

8 A/B TESTING

- Are you testing your website pages?
- Are you only making one change per test?

