

THE ULTIMATE

# Checklist

Checklist for Perfect Pages





# CRAFT PERFECT PAGES TO GROW YOUR BUSINESS

Get your business in front of more potential clients with my helpful checklist.

Avoid common pitfalls and ensure that your content stands out with these simple tips.

# BEFORE YOU PUBLISH...

**Does your title make people want to click through and read what else you have to say?**

A title like, *Why Your Website Isn't Working—And How to Fix It Fast*, provides a sense of urgency and a solution. If you felt that your website wasn't working, you would be intrigued to see how it could be quickly improved.

**Is your title short, but still helps the reader to know what your page is about?**

A title like, *Turn Traffic into Loyal Customers*, tells readers that the page will help them to create loyal customers from their increased traffic. No, surprises and under 60 characters long.

**Is the subject of the page clear within the first 100 words?**

Make that your keyword--the topic of your page is clear within the first 100 words. Ideally, use it within the first few sentences of your opening paragraph.



# BEFORE YOU PUBLISH...



## **Is the content clear and concise?**

While pages and articles should be a minimum of 750 words long, make sure that every word used is important. Do not ramble on or use words repeatedly just to make the page appear longer than it is.



## **Is it broken up into easy-to-read sections?**

Make sure that your page is easy to scan. Break it up into smaller paragraphs with simple language.



## **Have you made use of great subheadings?**

Use subheadings that allow people to scan your page to get to the sections most relevant to them.



## **Does the text flow properly?**

The text shouldn't sound stilted or awkward. Write your text as if you are talking to a friend.



# BEFORE YOU PUBLISH...

## **Does your content match your title?**

If you have a page called “Candles”, make sure that candles are on the page. A customer landing on that page will not want to see handcream.

## **Does your page answer the questions that your ideal customer may have about your product or service?**

What questions will your potential customers have about your product or service that they expect to find on your page? Are they all answered in a thorough manner?

## **Is your page linked to other pages on your site?**

Your website is a network of information. Make sure that everything connects and leads readers to other pages.

## **Is your page linked to other pages on the internet?**

Just like referencing your work in your school projects, you should be stating where you found your information and linking to credible resources.



# BEFORE YOU PUBLISH...

## **Is the URL for your page short?**

Do not create long, rambling addresses for your pages. Keep the URL short with your keyword and one or two key details.

## **Do you have a clear and compelling call-to-action?**

The goal is to keep your readers engaged. Be sure to have links to relevant articles, pages, courses, or downloads. Always give a reader at least one more way to engage in with you on each page.

## **Are your images compressed?**

Make sure to reduce the image size of all uploaded media. Use tools like Photoshop or plugins like [Short Pixel](#) to maximize your site speed.

## **Has your page been proof-read?**

Have someone else look over your copy before you press publish to avoid small typos and grammar mistakes.

## **Has you previewed the page?**

Look at the page in various browser views before publishing to ensure that everything is displaying as it should.





*Barb Wagstaff*

**Do you want to take your business to the next level?**

This checklist is just the beginning!  
I'm here to help you succeed with one on one coaching and do-it-for-you services.  
Book a free consultation.



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