



# Website Design Checklist

## Overview:

Having a successful website that attracts and vettes prospects is about more than pleasing design. Run through this checklist for each page on your website. If your website is based on Wordpress, install the SEO plugin by Yoast. It will automate much of the below process.

- Page Has One Focus Keyword or Phrase (see the Website Lead Worksheet)
- Page Has Minimum 300 Words and 1 Image
- Keyword Is In The Page Title (see page 2 of this checklist for “Title” location)
- The Keyword Or Phrase Is In The Heading Of The Page (Heading Is Larger Than Main Text)
- Keyword Or Phrase Is In The URL Of The Page
- Image Filenames Are Relevant To What The Image Shows (Preferably Your Keyword)
- Image “ALT” Tags Contain The Keyword or Phrase (Easy With Wordpress)

Congratulations! You’ve covered the most important part of SEO - making sure your site is search engine friendly!

# Important Elements of a Website

The screenshot shows a web browser window with the following elements:

- PAGE TITLE:** "Free Guide: The Homeowner" (indicated by a red arrow pointing to the browser tab).
- URL:** "www.visaliaarchitect.com/homeowners-project-planner/" (indicated by a red arrow pointing to the address bar).
- ENoch SEARS ARCHITECT:** Logo and navigation menu with links for "Work", "About", and "Contact".
- PAGE HEADING:** "Free Guide: The Homeowner's Project Planner" (indicated by a red arrow pointing to the main title).
- CONTENT:** "The Homeowner's Project Planner: Join my Homeowner's Project Planning list for free and get access to my resource guide. Tell me where to send it by signing up here:" (indicated by a red arrow pointing to the introductory text).
- Form:** Includes input fields for "Name" and "E-mail", and a blue "Get Instant Access" button.
- Image:** A book titled "HOMEOWNER'S GUIDE" by ENOCH SEARS ARCHITECT, featuring a cover illustration of a house, trees, and people.
- Text:** "I hate spam as much as you do and will never rent, share, or sell your contact information. You can read my privacy policy [here](#)."

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