

# The Ultimate Website Tips

THE BEST TIPS FOR A BETTER WEBSITE

BY GREENSKIN MEDIA



# WEBSITE CHECKLIST



## 1 KEEP IT SIMPLE

Your website will be one of the many touch points for your clients, & overall it is one of your most important one and needs to do its best showing off your brand! If it looks closed, uninviting, cluttered, then you have lost your client!

## 2 WHO ARE YOU, CLEARLY

This sounds obvious but for many it is a hard thing to accomplish! Where this should happen is on your about page where you can offer your online client a glimpse into your world and the why behind what you do - nurturing of "trust".

## 3 CALL TO ACTION, CTA

This is the whole purpose of your online presence, aka what do you want your client to do when they walk into your store! Your call to action (CTA) needs to be clearly set out and easy to follow - no ambiguity, no distraction!

## 4 KEEP IT ALL CONSISTENT

This cannot be stressed enough! This is a psychological game you cannot win if you show inconsistency throughout your site's styling and your visual elements. User's know when something isn't right so this is the one thing you don't want to do!

## 5 SHOWCASE YOUR CLIENTS

This is the whole reason for you doing what you are doing - happy customers! But are you letting your customers know? You should because it is like word of mouth and it will sway potential clients in taking action if they are hesitant.

## 6 SOCIAL MEDIA, BE ACTIVE

Social media is like your social events you part take in like a sport, community support, etc... The more you turn up and engage the more you are liked and acknowledged, but best of all you are seen as an authority in what you do!



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### 1.1 Main Navigation

Is your navigation clear to read, and placed in an obvious location.

### 1.3 Keep It Simple

Your site will load faster which is the most important thing for the clients.

### 2.1 Tell Your Story

Let us know your uniqueness & what you have on offer - make this clear!

### 2.3 Show Transparency

Who are we doing business with?  
Clients want to see who you are.

### 3.1 The Call To Action

Only have one main call to action so as not to confuse your client.

### 3.3 Resolve A Problem

The main CTA should be resolving a problem you can help them with.

### 1.2 Content Hierarchy

Do you have branded content hierarchy where your site's text is differentiated.

### 1.4 Underlining Theme

Do you have a consistent theme running, allowing your clients to get you.

### 2.2 Share With Us

Share your values and ethos... Important in the younger aged (18-30) shoppers.

### 2.4 Fun Facts

Show what you like and love by offering fun facts about yourself.

### 3.2 Remember the Fold

Your main call to action (CTA) should be above your website's fold.

### 3.4 Are They Guessing

Don't leave your client guessing once they click your main CTA button!



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### 4.1 Own Your Brand

This can not be stressed enough!  
Brand your site or loose your clients.

### 4.3 Imagery

They tell your story so it's important  
that they align with your story & CTA.

### 5.1 Testimonials

You want to display your top 3 to 4  
positive reviews/testimonials..

### 5.3 Video Is Now

The power of a video review and/or  
testimonial are way more powerful.

### 6.1 Social Media

Choose 1 or 2 social media platforms  
and do your best to engage.

### 6.3 Visuals & Prepare

Theme your social media & plan your  
content at least a month in advance.

### 4.2 Your Fonts

You should not have more than 2-3  
max branded fonts on your website.

### 4.4 Your Logo

The logo is part of your brand and it's  
important in your sites header & footer.

### 5.2 Name & Date

Make sure name, a title, and a date to  
stamp your reviews/testimonials.

### 5.4 Placement Is King

Good practice to have your testimonials  
on your home and your services page.

### 6.2 Consistency Is A Must

Every day you need to show up and  
become a habit in your client's lives.

### 6.4 Common Courtesy

Respond to people or else they'll think  
you don't like being bothered.



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### BONUS

It is imperative to make sure your website is mobile friendly! This is something that cannot be stressed enough as now over 50-60% of all websites traffic is coming from a mobile device, and the likes of Google are now demoting websites that are not mobile-friendly which is having a negative affect on your SEO ranking with not only Google but all the other major search engines as well. You just cannot afford ignoring how your site shows up on mobile!

#### 5.3 Check Check Check

Check your site on an iOS & Android to make sure it is mobile friendly.

#### 5.4 The Faster The Better

Notice how long it takes your site to load. Over 5-7 seconds is a problem.

#### 6.1 Navigation, Period

Make sure the navigation on mobile is easy to find and easy to use.

#### 6.2 Let Them Find You

Make sure your client has easy quick access to contact you or find you.

#### 6.3 The Contact Part

Make sure your contact form is easy to find & use & working as it should.

#### 6.4 Give Them Space

Fingers are used on mobile so make sure all your buttons have finger space.



# THAT'S A WRAP!

## **FANTASTIC!**

You got through it, that's fantastic! But I know it is a lot to take in so take your time, read over it again, and implement the tips one by one and in the end you'll have a great looking, great working website on desktop, tablet, and mobile! And the best part of it all is that your potential client is going to love you for it and better engage with you in the months to come! You've got this!

By all means if you are in need of a little help, have questions, or just want to say hello, hit us up below. We're diligent with our emails so you'll hear from us.

[GET IN TOUCH](#)

## **GREENSKIN MEDIA**

We are a green-minded boutique studio specialising in brand, web design and development and situated in the beautiful Launceston, Tasmania.

We help creatives, entrepreneurs, and small-medium businesses cut through the noise and feel confident in their brand and website presence by crafting stand out and conversion focused strategies that engage your client.

