

Get More Leads - Checklist

Calls to Action

A call to action is something that encourages someone to take a specific action. An example would be a brightly coloured “Buy Now!” button on a shopping cart page, or a few lines of text at the end of a blog post asking readers to leave a comment. You want to take care with these, as they can be very powerful, but also easy to overuse.

Does every one of your website’s pages have a Call to Action?

Compelling Copy

What does the text on your website say about your business? More than you might think! Having too much text on a page, not having the right images, and leaving out important information are some of the content concerns you need to be aware of. Ideally the spotlight should be first on visitor experience, and then optimizing for search engines.

Does your website have compelling copy on every page?

Analytical Data

Your website is probably already tracking and recording information about your visitors, and if it’s not, now is the time to get that going! The data you can extract from analytic provider reports is nothing short of invaluable – it can offer insight into which pages on your site are most popular, helping you in all sorts of areas, including design and content.

Does your website include the relevant Google Analytics and Facebook pixels?

Website Performance

Chances are you’ll be leaving all the technical matters to a professional web developer, but there’s no reason why you can’t at least be aware of the terminology and the basic of how your website behaves at its heart. From the code that supports its structure to the code that drives it and makes it function, the way your website is set up can have a definite impact on its overall performance. Remember no one likes a slow and/or broken website!

Have you checked your website’s performance recently? How did it perform?

Opt-ins

Opt-ins are very valuable if they are approached from the right angle. Sometimes they go hand in hand with calls to action – there can be a call to action directing visitors to fill out your website’s contact form to request a quote on a project, and then the form itself would be at the end of the equation. You can also have an opt-in to sign up for your newsletter, a way for people to add your business on their social media accounts, etc as a part of your shopping cart experience.

Does your website have relevant Opt-ins?