

THE WEBSITE GLOW-UP CHECKLIST

Is your website more "meh" than "WOW"? Are visitors bouncing faster than you can say "broken link"? No worries—we've got your back! Use this checklist to give your website the makeover it deserves, without the stress (or the tears).

✓ STEP 1: FIRST IMPRESSIONS MATTER (MAKE YOURS COUNT!)

- **Fast Load Time** – If your site loads slower than a Monday morning, people will leave. Use tools like Google PageSpeed Insights to check your speed.
- **Clear Branding** – Logo, color scheme, and fonts should scream "YOU" (but in a visually appealing way).
- **Mobile-Friendly Design** – More than 50% of traffic comes from mobile. If your site isn't mobile-friendly, you're losing visitors fast.
- **Easy Navigation** – If visitors need a treasure map to find what they're looking for, you've got a problem. Keep it simple!

✓ STEP 2: CONTENT THAT DOESN'T BORE PEOPLE TO DEATH

- **Engaging Headlines** – Ditch the dull titles. Make them punchy, fun, or at least interesting.
- **Short & Sweet Paragraphs** – Nobody wants to read a wall of text. Break it up.
- **Call-to-Actions (CTAs) Everywhere** – What do you want people to do? Buy? Subscribe? Download? Make it clear (and irresistible)!
- **Proofread Everything** – Typos make you look unprofessional. Double-check before you hit publish!

✓ STEP 3: THE TECHY STUFF (YES, YOU NEED TO CARE ABOUT THIS)

- **Fix Broken Links** – Click all your links. If any are broken, fix them ASAP.
- **SEO Optimisation** – Use keywords naturally, add meta descriptions, and make Google love you.
- **Secure Your Site (HTTPS)** – If your site isn't secure, visitors (and Google) will run away.
- **Test Forms & Buttons** – Make sure all contact forms, signup buttons, and checkout processes actually work.

✓ STEP 4: VISUALS THAT DON'T LOOK LIKE THEY'RE FROM 2005

- **High-Quality Images & Videos** – Blurry photos are a no-go. Use free resources like [Unsplash](#) or [Pexels](#).
- **Consistent Design** – Pick a theme and stick to it.
- **Readable Fonts** – No Comic Sans. Just...no.
- **White Space Is Your Friend** – Crowded pages look messy. Give content room to breathe.

✓ STEP 5: MAKE IT INTERACTIVE & ENGAGING

- **Live Chat** (If Needed) – If customers have questions, answer them fast.
- **Social Proof** – Add testimonials or reviews to show you're legit.
- **Social Media Links** – If you're on social, make it easy for visitors to find you.
- **Blog or Fresh Content** – Google loves updated content. Keep things fresh!