DIY

WEBSITE WELLNESS CHECK

Increase your website visibility & *amplify* your online presence

STUDIO WILDLING

It all begins with a *clearly defined* brand identity.

KNOW YOUR WHY

Defining why you started your business and having a clear vision for your brand will help you determine the direction for growth. Knowing what you stand for and how you want to be perceived will help you connect with your ideal audience.

List the top three reasons you started your business

KNOW YOUR IDEAL CUSTOMER

The more specific you can get about your ideal customer the better. Think age, gender, profession, favourite hangout, hobbies, income, buying habits, etc. What are their fears, what are their dreams, what problems do they need solved?

Summarise who your dream customer is

IDENTIFY YOUR BRAND MESSAGE

A mission statement helps you stay true to your brand and your goals, even as your business evolves. Identifying exactly what you do, the problems you solve for your customers, and the value you offer enables you to clearly get your messaging across.

Write down your mission statement in one sentence

NICHE DOWN

No one in any industry is reinventing the wheel but having a niche will help you stand out from your competition. What unique products or services are you offering and to whom? What kind of creative projects do you really want to work on?

Summarise your niche and point of difference

DEFINE YOUR VISUAL IDENTITY

Branding is oh so much more than a logo! Establishing a visual identity for your brand that aligns with your positioning and messaging is imperative. Having a set of brand assets allows for consistency across platforms and establishes credibility and professionalism.

Summarise your brand's style using five adjectives

Cover these basics to *amplify* your online presence.

DETERMINE YOUR WEBSITE GOALS

What do you want your website to achieve? Are you trying to simply get more sales or subscribers, or do you want to educate your customers and position yourself as an expert in your industry? Think about your long and short-term goals.

List your top three website goals

DEFINE YOUR PRIMARY OFFERING

This is the offering you want to be know for and that provides the most value to your customers; the product or service that will be most profitable for your business and that you can deliver with ease and intention.

Write down your primary offering & its benefits

WRITE COPY THAT CONVERTS

In this fast-paced digital world, you want to establish very quickly what it is you do and who you do it for. Your focus should be less about you and what you're good at, and more about what problem you can solve for your customer and how.

List your services and the problems they can solve

GET GREAT IMAGES

Whether you get on-brand images through a professional photoshoot or gather a series of stock images that align with your brand, having great imagery scattered throughout your site is essential to capturing your audience and telling your story.

List five words that define the 'mood' of your imagery

CREATE AN EMAIL OPT-IN

Social media is great for warming up your audience but you don't own that following (and it could disappear overnight). Creating an email list of loyal fans enables you to educate and connect on a deeper level and truly target your marketing.

List three email opt-in ideas relevant to your business

WEBSITE WELLNESS CHECKLIST

Increase your website *visibility* by actioning these essential tasks

☐ Create a captivating and on-brand homepage hero banner

☐ Include a clear headline that states what you do and who you do it for

☐ Make sure your logo, colours, and fonts are cohesive to your brand identity and style guide

☐ Highlight the key messaging throughout your site and format copy for users who skim content

☐ Ensure every page has a clear call-to-action (CTA) E.g. Book A Consult or Buy Now

☐ Include a privacy policy page and cookie consent button (GDPR compliant) for legitamacy

☐ Ensure all copy is checked for grammar and spelling errors

☐ Set up a branded favicon (the small icon in browser tabs) for brand consistency

☐ Make it easy for users to contact you by adding a contact form

☐ Ensure you've triple checked all of the links and CTA's

☐ Include testimonials/reviews from previous customers for credibility and to build trust

☐ Make sure your imagery is relevant to your offerings and target audience

☐ Ensure the navigation is clearly visible and easy to use

☐ Ensure your products/services/offerings are easy to find within 1 or 2 clicks

☐ Ensure your website looks great and works properly on mobiles and devices with small screens

☐ Make sure your mobile menu is easily click-able and not cluttered

☐ Optimise all of your images for speedy page load times

☐ Link your Google Analytics and Google Tag Manager to capture and monitor traffic and statistics

☐ Create a list of keywords relevant to your brand and industry to use throughout your copy

☐ Apply basic SEO by adding page titles and meta descriptions to each page

☐ Create a blog! It's a great way to educate your customers plus it's amazing for SEO

☐ Include a FAQ's section to answer common questions about your process or how you operate

☐ Include a newsletter sign-up/email opt-in (excluding sales pages) for list building

Thank *you!*

Studio Wildling is digital design studio that creates heartfelt design for purpose-driven brands.
We're about doing good work for good people and building community over competition.

Now that your website is primed for visibility...

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