



Rock-solid websites
that attract more clients

Mighty Little Web Shop
a division of MillerCox Design
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Website Checklist

- Add your mission to your “about” page. Your “Why” statement. View Simon Sinek’s fabulous Ted Talk “How Great Leaders Inspire Action.”
- Add a new page titled: Interview with *[you]*. Answer the questions you wish every prospect would ask you.
- Add a new page called “Problems We Solve.” Explain exactly what problems you solve, and for whom.
- Add a page with FAQs filled with questions prospects *always* ask you.
- Add credentials and affiliations to your website, uploading the logos and linking them to each specific organization.
- Rewrite your home page and eliminate “I” / “we” and replace with “you.”
- Think about the phrases your perfect client would type in to find you, and add these keyword phrases, in a natural way, to your website.
- Add a link to your LinkedIn profile (make sure you have “all-star” status).
- Update or enhance your logo if it looks “amateur”.
- Remove jargon from your website. Make sure a typical fifth grader can understand what you sell and to whom. (A confused mind never buys.)
- Add a case study that outlines your process.
- Add testimonials (text or video).
- Invest in a professional portrait and add it to your website.
- Make sure you have a call to action on every page (what do you want your web visitor to do?)
- Test your website design on your mobile phone and make sure it is easy-to-read and that your phone number is linked to automatically call when it is touched.



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