



refine

COMPLETE WEBSITE CHECKLIST

CLARIFY YOUR MESSAGE

www.refine.co.uk

COMPLETE WEBSITE CHECKLIST

HOMEPAGE HERO

- Do you clearly tell people what you offer?
- Do you show customers how you can make their life better?
- Is it clear how your customers can buy your product or service?

CLEAR CALLS TO ACTION

Direct Call to Action

- Do you have a “buy now” button in your navigation bar?
- Do you have a “buy now” button in the middle of the header?

Transitional Call to Action

- Do you have a next step if your customer isn't ready to buy?
- Do you have a free PDF you can exchange for an email?
- Is your transitional call to action accessible on the homepage?

SHOWING VALUE

This is what your customer will get when they do business with you.

- Do you have 3 statements of value on your homepage?
- Are your value statements short, clear, and easy to read?

GIVING CUSTOMERS A PLAN

How does your product work? How do customers do business with you? You must give customers a simple plan.

- Do you have a 3-step plan to guide customers?
- Do you have an agreement plan (promises) listed?



SHOWING HOW YOU HELP

This is what your customer will get when they do business with you.

- Do you have an empathetic statement on your site?
- Do you have testimonials listed on your site?
- Do you have statistics of customers you've helped?

DEMONSTRATING THE COST

What does it cost your customer if they don't do business with you?

- Do you explain what customers will lose if they don't buy?

THE NAVIGATION BAR

- Is your navigation bar limited to 3-5 items?
- Do you have a direct call to action in your navigation bar?
- Are the items in your navigation clear and simple words?

THE FOOTER

- Do you have social media links in your footer?
- Do you have your contact info in your footer?
- Does your footer have important links to navigate the site?

SCHEDULE A DISCOVERY CALL

WHAT YOU CAN EXPECT

Actionable Advice

In just a 30-minute phone call, we will give you incredible value regardless of whether you work with us.

Right Strategy

We'll chat about your business, review your current strategies and discuss your marketing goals and objectives as well as give you a FREE website evaluation.

Simple Next Steps

Business challenges are unique and can be complicated. Let's break down the roadmap to success into simple, actionable steps to get you in the right direction.

[SCHEDULE A CALL](#)



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