



Use this checklist to ensure that your website portrays your personal brand in the best possible light.

- Do you have professionally taken photographs of you on your website?  
You want to use the highest quality photos of yourself. This demonstrates that you take yourself seriously. Don't use low-quality photographs taken with your smartphone.
  
- Do you have a professionally designed logo?  
A professionally designed logo helps to capture what your brand is all about. It's also a way of treating yourself like a true brand. It shows that you are taking yourself seriously. If you need help designing a logo, Fiverr and Upwork are good places to start.
  
- Is Your Unique Service Proposition clear and visible?  
Remember, your Unique Service Proposition (USP) describes precisely what you do and how you help people. Your USP should be big, bold, and immediately visible when someone comes to your website. It should be above the fold and be front and center. Think of it like a headline on a newspaper. Don't make visitors work to figure out exactly what it is that you do.

Do you have several testimonials on your website?

Testimonials function as social proof. They prove that you really can do what you say. That you can effectively solve people’s problems and help them in big ways. At a minimum, you should feature several key testimonials on your site. Use your best ones - the ones where you got the biggest results for a client.

Do you have a clear call-to-action?

What is it that you want visitors to your site to do? Do you want them to sign up for your email list? Attend a webinar? Follow you on social media? Sign up for a free consultation? Whatever it is, ensure that it’s abundantly clear what you want them to do. You may even want to use some sort of pop-up window to get their attention.

Do you have a compelling “About” page?

Your “About” page is both where you tell your story and reiterate your Unique Service Proposition. It’s a place for you to talk about why you do what you do. Why you’re so passionate about helping people. Use your “About” page to explain how you arrived where you currently are and what your mission is.

Do you have a clear “Services” page?

Your services page should clearly list all the different services that you offer, as well as what’s included with each service. Be as detailed as possible in listing what’s included in your services. You may want to give clients the opportunity to sign up for a free strategy or consultation through your services page.

Do you give away free resources?

Ideally, you should give away at least some form of free resource on your website. Why? Because you want to give value to everyone who visits your website. You want to start demonstrating your expertise from the very first time someone encounters you.

What sorts of free resources work well?

- Blog posts
- Podcasts / audio interviews
- eBooks
- Videos
- Email courses
- Webinars

❑ Do you have links to all your social media profiles?

Your website is a great way to get more people to follow you on social media. If a visitor likes what they see on your site, there's a good chance that they'll want to follow you across your social media platforms. Include links to all your social media profiles in prominent places.

❑ Do you have a way for visitors to contact you?

Obviously, you want visitors to your website to be able to contact you. If you want to convert visitors into clients, it's important to have a clear and compelling contact page. On your contact page, you may want to give visitors different options for why they're contacting you. For example, general requests, working together, speaking requests, media interviews, etc.