



Website Content Don't Miss List

Let visitors to your website know they have found the right place.

Describe:

1. What the business does.
2. Who your best customers are, why they buy from you, and how you help them.
3. What customer value you provide.
4. How to contact you on every page (unless a catalog.)
5. How your business, products, and or services are better.
6. How to proceed with finding information, purchasing, or contact. (Menus and Calls To Action)
7. How the visitor can find more details, if desired.
8. Why you can be trusted.
9. Location(s) even if not a "local business" or no published address. For example, "Made in Orofino, Idaho, USA".
10. Site organization must be appealing and easy... Not crowded, no run-on text, not icky, not confusing.
11. Website content helpful to customers and search engines.

Revised 05/24/21 BL

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