

Website Development Content Checklist

Before you hit publish on your professional business website, double check that your content covers the following the items.

- Is the headline clear, simple, and catchy?
- Can a reader easily identify what services you provide?
- Is the content/writing easy to understand?
- Do you use short sentences?
- Are all paragraphs less than 3 sentences long?
- Is content free of industry jargon and acronyms? (The answer should be yes!)
- Do you identify your company's benefits and value for your customers?
- Is your company logo and brand name present?
- Are you images properly formatted? (Images shouldn't look stretched or squashed or be of poor quality)
- Is it free of typos and grammatical errors?
- Do all the links work properly?
- Do you provide a call-to-action that easily directs site visitors to take the next step?