

ClearBrand Winning Website Master Checklist



The Offer Section (CTA)

- ☐ Your pricing is clear and concise
- ☐ You are consistent with your Call to Action buttons (Schedule a call, register now, shop)
- ☐ Simplified steps for your customer to take

The Hero Section

- ☐ Navigation bar should only have things on it that will make you money
- ☐ Is this section clear enough that a 4th grader would understand?
- ☐ Impactful images

The Results Bar

- ☐ Short statement that are clear
- ☐ You **have** a results bar
- ☐ Your customers are winning instead of your company

The Problem Section

- ☐ It connects and is relatable to your customer
- ☐ Makes the customer understand that they do have a problem, hence why they are at your website
- ☐ Your competition is not mentioned as the problem, the customer's problem is what goes here

The We Believe Section

- ☐ It makes your customers feel empowered, your product or service will help them
- ☐ This section is not too vague
- ☐ Finding the middle ground between too small and too vague - you want it be direct

The Guide Section

- ☐ You want it to relate to your customer - Companies start talking about the problems that they are overcoming, not what their customer is overcoming
- ☐ Don't list too many things about yourself, unless it ties back to the customer's experience
- ☐ Make sure to not use insider language. Does your customer understand the verbiage you are using?

The Solution Section

- ☐ Are you missing your solution section?

The Three Step Plan Section

- ☐ Three steps - 1. The action you want your customer to take 2. What you want your customer to receive or experience 3. Results
- ☐ Aimed towards the customer's experience - not your companies experience
- ☐ Too over complicated

The Promise Section

- ☐ You put your differentiators here
- ☐ You have a money back guarantee

The Before and After Section

- ☐ Transition point - not the point of your website. Keep it short and to the point!

The Testimonials Section

- ☐ Testimonials need to be representing the results of customers
- ☐ Name and photo for the testimonial
- ☐ Include a **real** testimonial

