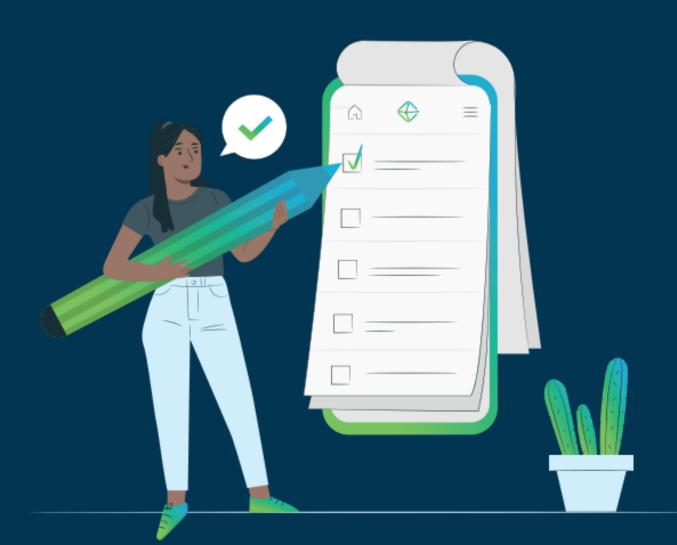


ClearBrand Winning Website Master Checklist





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	



i ne vve Belleve 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 you 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

