Gold Nugget Designs

Twelve Golden Nuggets to improve your website

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WORKBOOK

NAME

WEBSITE

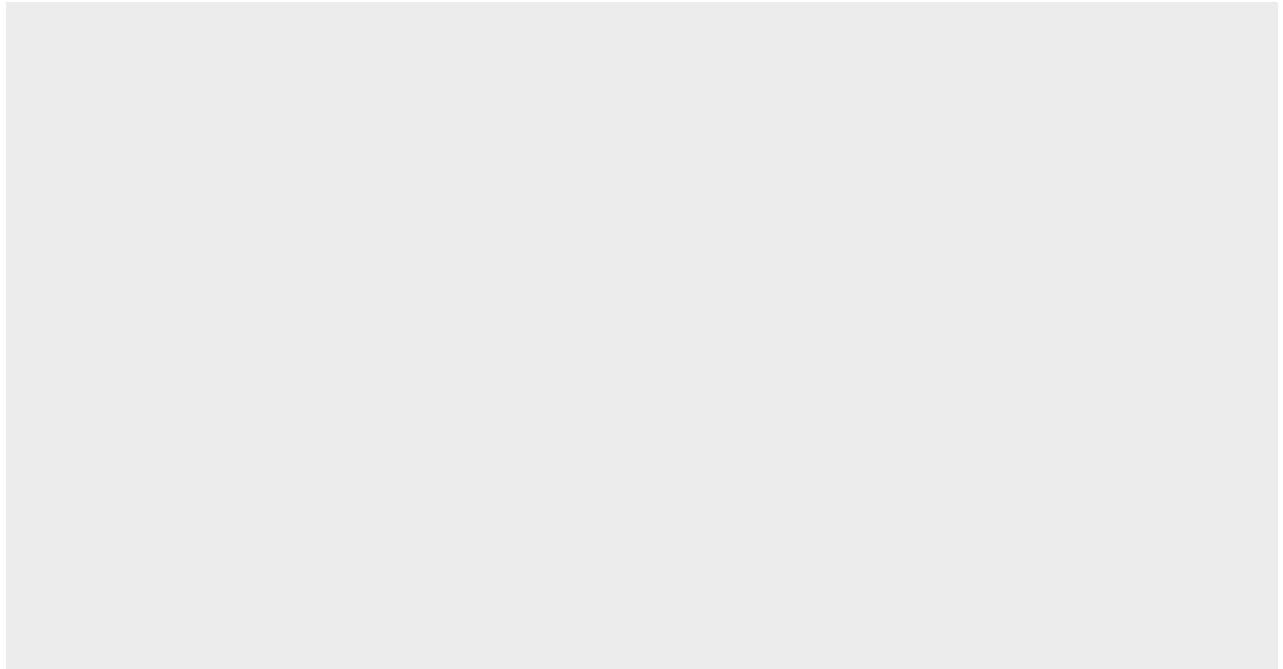**DATE**

1. UNIQUE SELLING PROPOSITION (USP)

WHO IS YOUR IDEAL CUSTOMER?

Create an avatar - age, gender, profession, interests..

WHAT PROBLEM DO YOU SOLVE FOR THEM?

WHY SHOULD THEY USE YOU?
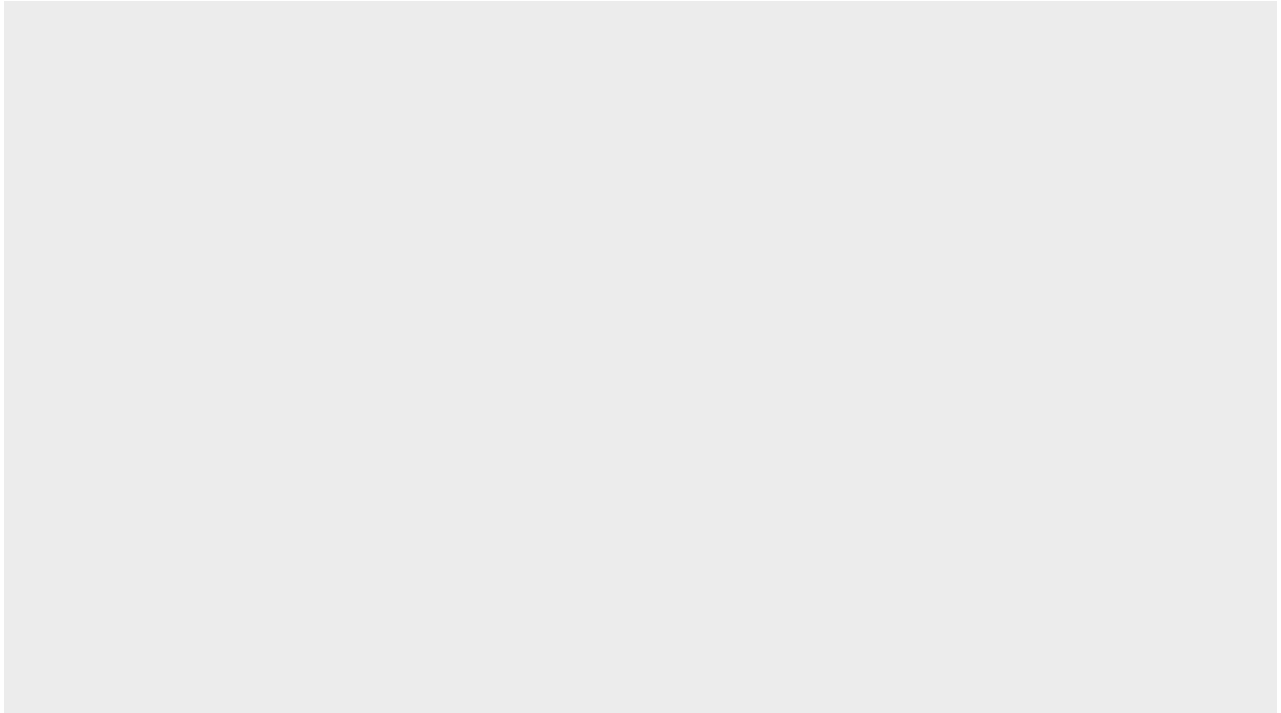
What makes you stand out from the competition?

CHECKLIST

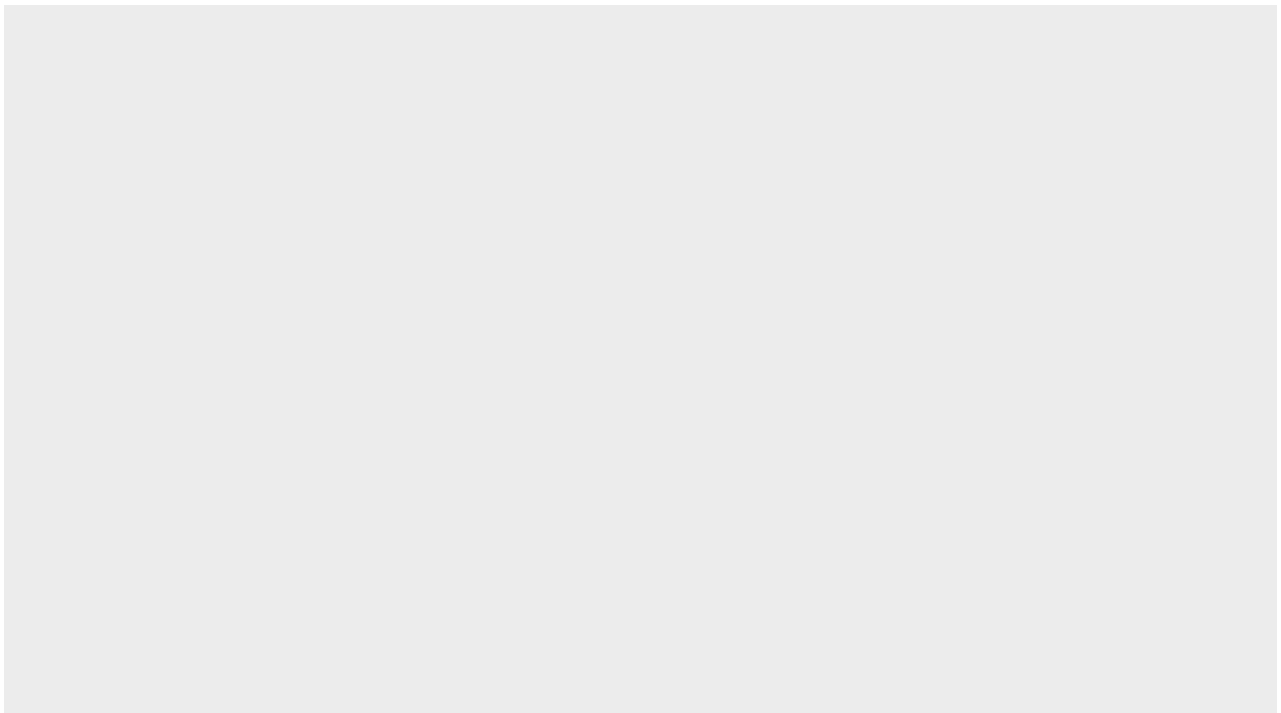|	USP is clearly stated on home page
	Problems you solve and how you do this is on website
	Clear flow of information through website and relevant Call to Actions.

RESOURCE

https://www.talentedladiesclub.com/articles/how-to-work-out-your-usp-and-where-to-use-it/

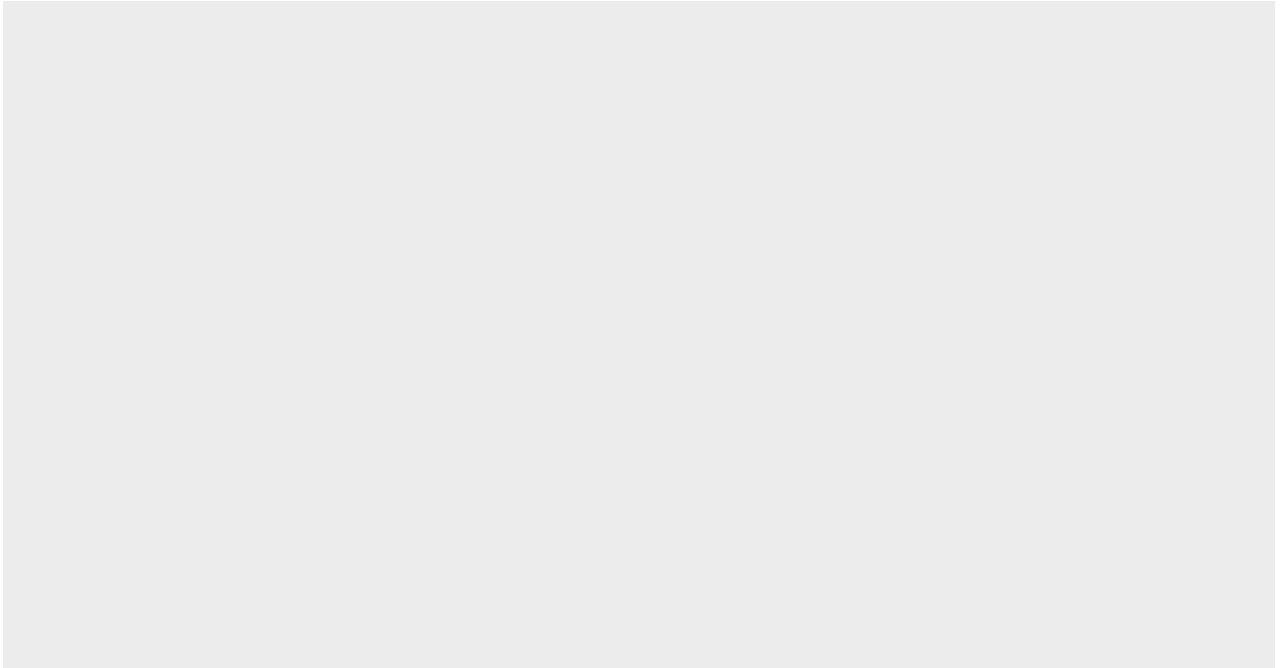## 2. IMPORTANCE OF A BUSINESS WEBSITE

WHAT KEY INFORMATION DO YOUR CLIENTS NEED FROM YOUR WEBSITE?

LIST THE WAYS YOU WANT PEOPLE TO BE ABLE TO CONTACT YOU.
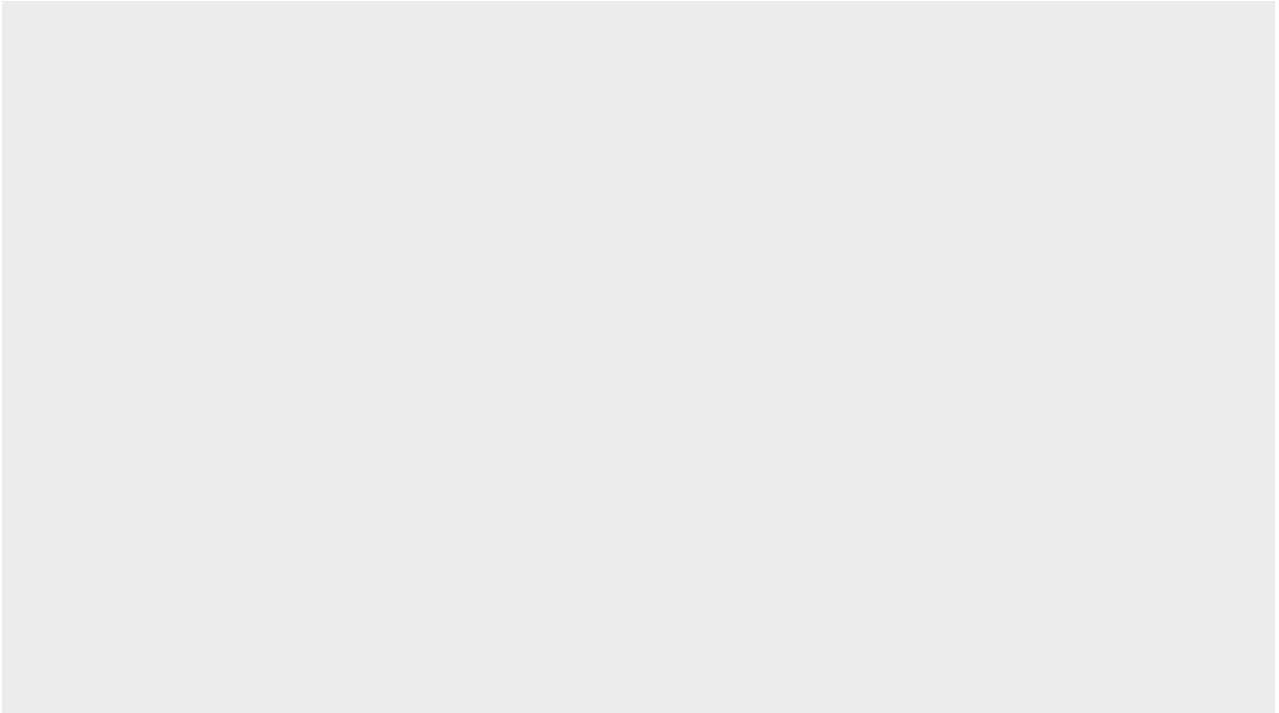
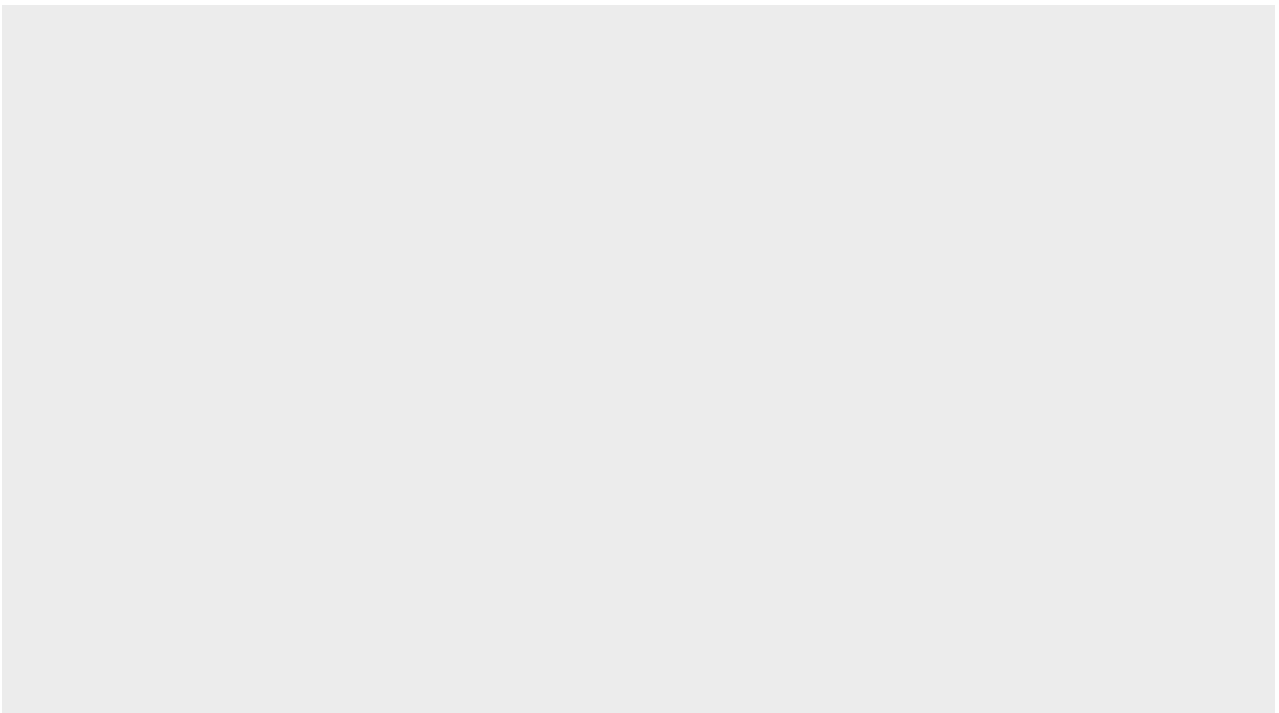## WHAT IS THE MAIN PURPOSE OF YOUR WEBSITE?

CHECKLIST

	Have a FAQ page or blog which gives your customer key information
	Contact and social links are clearly accesible
	Is your website fulfilling its purpose?

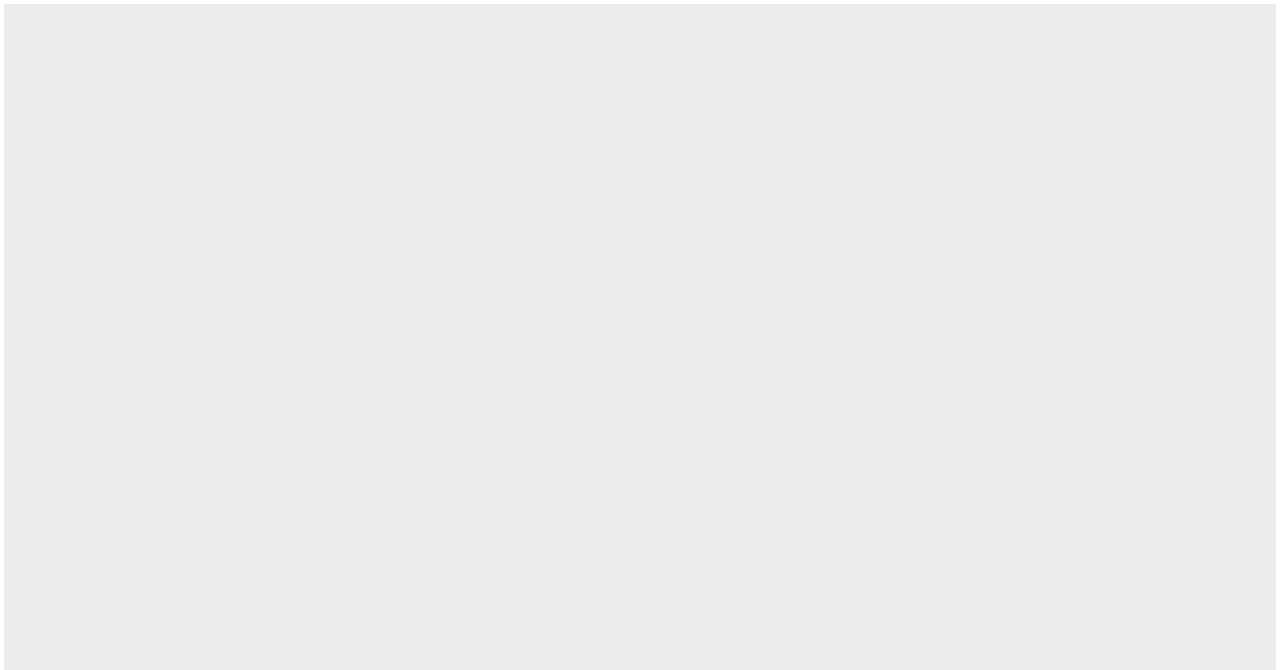## 3. IS YOUR WEBSITE...

USEFUL: HOW IS YOUR WEBSITE USEFUL TO YOUR CUSTOMERS?

USABLE: IS IT USUABLE? ARE THEIR CLEAR CALL TO ACTIONS? IS INFORMATION EASILY ACCESSIBLE?

VALUABLE: IS YOU WEBSITE VALUABLE? IS IT GENERATING LEADS OR PURCHASES? IF NOT WHY NOT? HOW COULD THIS BE IMPROVED?

CHECKLIST

- [ ] Is your website useful?

- [ ] Is your website useable?

- [ ] Is your website valuable?

4. GOOGLE

The following are free to sign up for and very valuable when it comes to understanding how your website is performing.

CHECKLIST

- [ ] Are you signed up to Google Analytics
- [ ] Are you signed up to Google Search Console
- [ ] Are you signed up to Google my Business
- [ ] Do you look at the reports generated?

RESOURCES

https://accounts.google.com/SignUp

https://analytics.google.com/analytics/web/

https://search.google.com/search-console/about

https://www.google.com/business/

https://en-gb.wordpress.org/plugins/google-analytics-for-wordpress/

5. IS YOUR WEBSITE MOBILE FRIENDLY?

People visit websites from a mobile device over 50% of the time so ensuring your website is mobile friendly is essential

CHECKLIST

☐ Is your website mobile friendly?

LIST AREAS OF YOUR WEBSITE THAT DO NOT LOOK RIGHT OR ARE NOT FUNCTIONING PROPERLY ON A MOBILE

RESOURCES

https://search.google.com/test/mobile-friendly
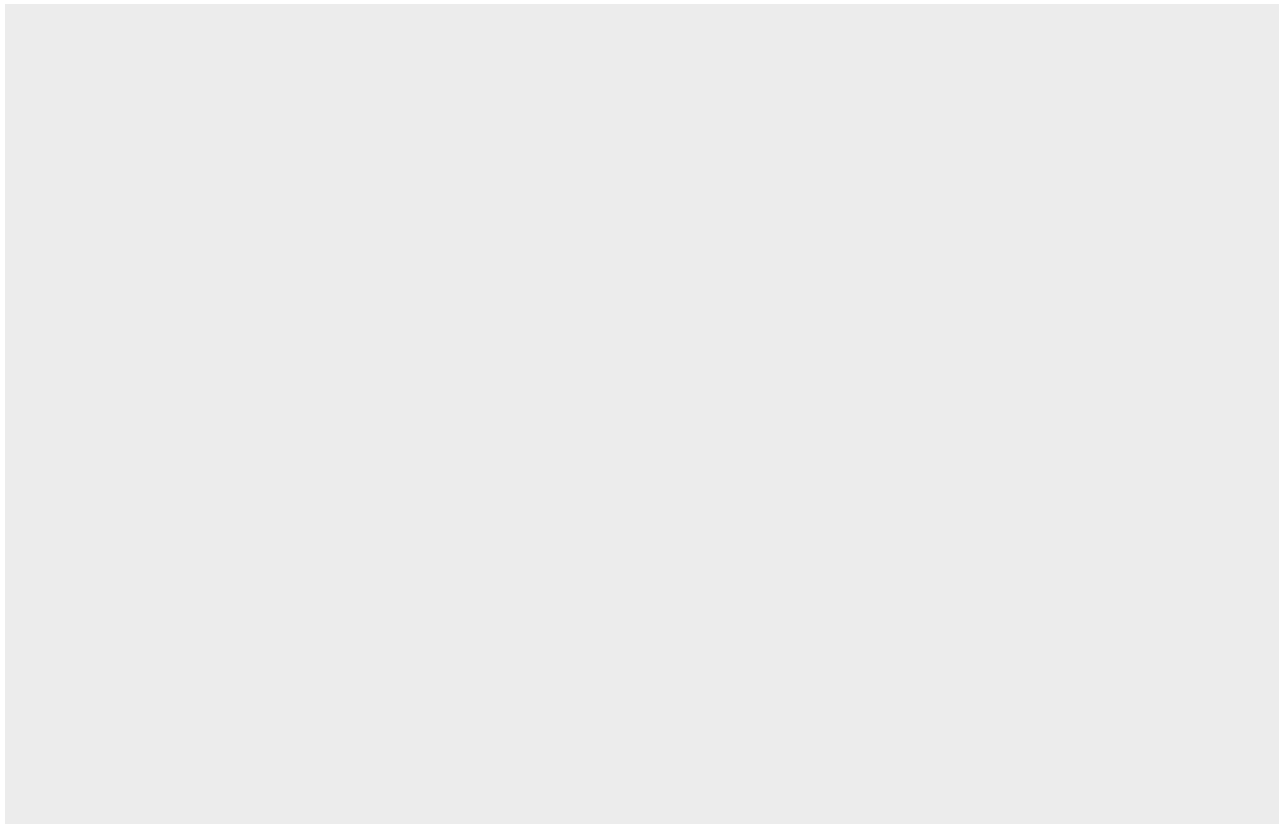
http://ami.responsivedesign.is/

6. MAKE YOUR CALL TO ACTIONS OBVIOUS

Call to Actions (CTA) are the click through buttons and links on your website. These should lead your customers to what you want them to do, whether this is buying a product, signing up to a service or seeing key information.

LIST THE AREAS ON YOUR WEBSITE THAT YOU WANT YOUR CUSTOMERS TO GO TO. ARE THERE CLEAR CTAS TO THESE AREAS?

CHECKLIST

☐ Are your Call to Actions leading the customers to important pages on your website

RESOURCES
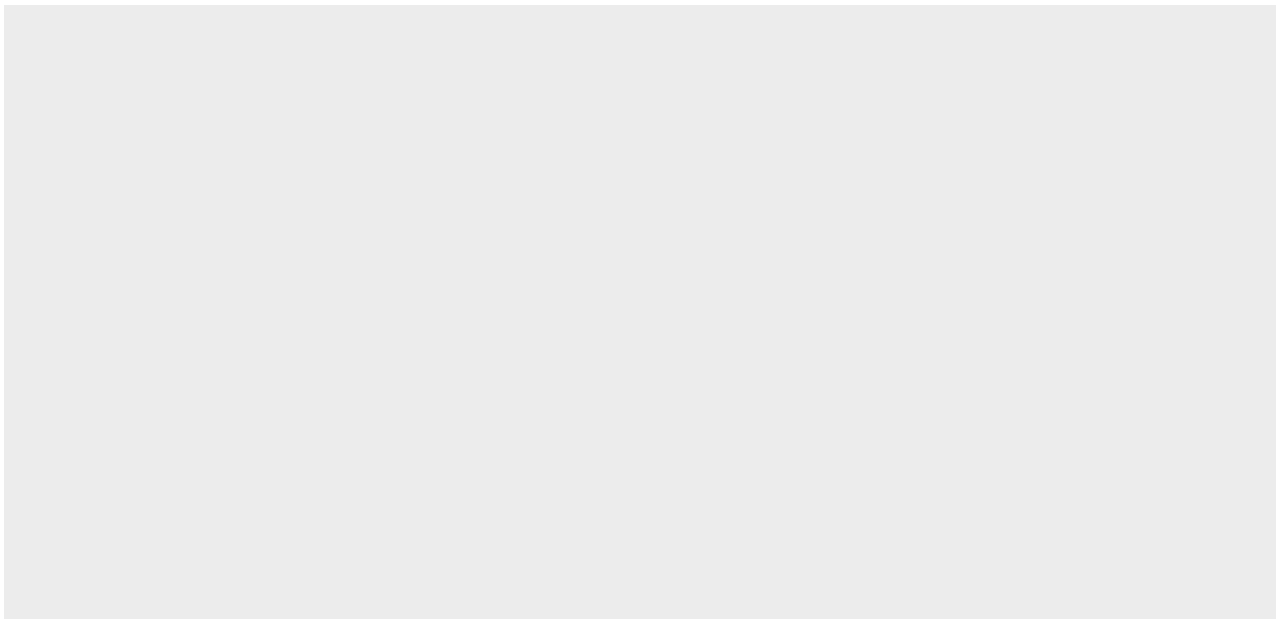
https://blog.hubspot.com/marketing/call-to-action-examples

7. EMAIL SIGN UP FORM

Having a mailing list that your customers can sign up to can benefit your business by creating warm leads and offer valuable information to your customers.

WHAT REASON WOULD SOMEONE SIGN UP TO YOUR MAILING LIST? IS THERE ANYTHING EXTRA YOU COULD OFFER?

CHECKLIST

- [ ] Do you have a mailing list sign up form?

- [ ] Do you have a lead magnet?

- [ ] Is your website GDPR compliant?

RESOURCES

https://mailchimp.com/

https://ico.org.uk/

8. KEEP YOUR WEBSITE UP TO DATE

WHICH AREAS OF YOUR WEBSITE DO YOU REGULARLY UPDATE?

HOW OFTEN DO YOU UPDATE THEM? HAVE YOU GOT A SCHEDULE TO DO THIS?

CHECKLIST

- [ ] Have you updated your website in the past week/month/3months/longer?

- [ ] Are your blog posts up to date and relevant?

- [ ] Are there recent images on your website?

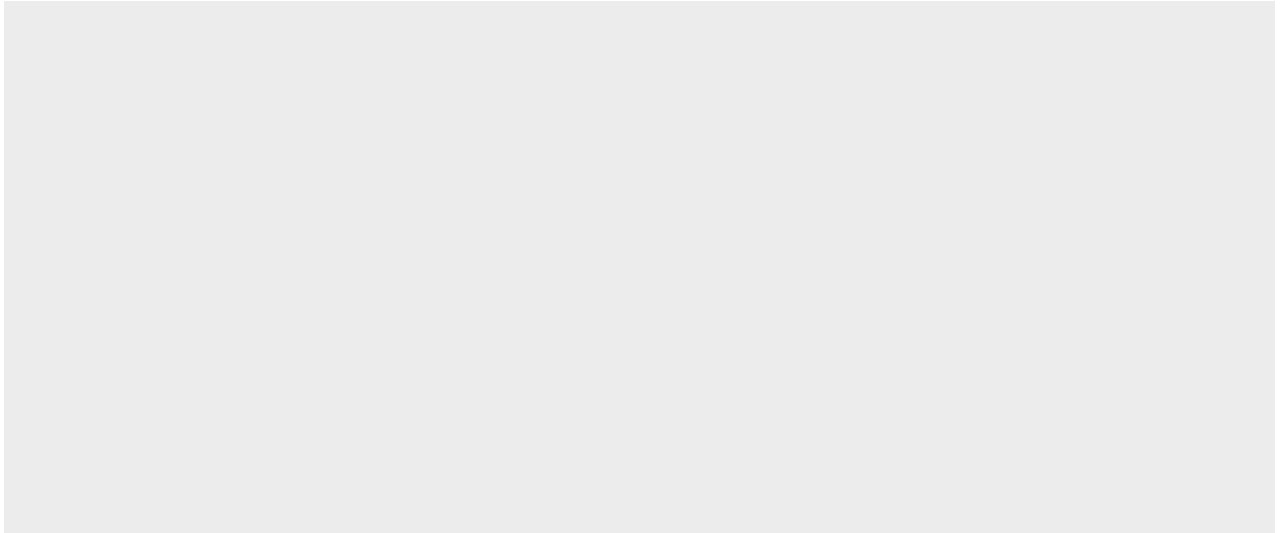- [ ] Is your website core/plugins up to date (if WordPress)?

RESOURCES

https://neilpatel.com/blog/updating-old-content-to-boost-ranking/

https://www.goldnuggetdesigns.co.uk/maintain-your-website/

9. PAGESPEED

WRITE DOWN THE MOBILE AND DESKTOP PAGE SPEEDS FOR ALL MAIN PAGES

CHECKLIST

- [ ] Are your pages in amber/green on google pagespeed/gtmetrix

- [ ] Are all your images optmised?

- [ ] Is their a cacheing policy on your site?

- [ ] Have you used your websites host speed optmisation tools if available?

RESOURCES

https://gtmetrix.com

https://developers.google.com/speed/pagespeed/insights/

https://tinypng.com/

https://bulkresizephotos.com/en

10. IMAGES/VIDEOS

Images and videos bring a huge amount of value to your website but if they're not professional they could have the opposite effect.

CHECKLIST

- Do you use either professional or stock images/videos throughout your website?
- Are all your images optmised?
- Do you rightfully own the images on your website?
- Are the videos streamed through a service such a YouTube or Vimeo?

RESOURCES

Stock image sites:

Pexels (Free)
Pixabay (Free)
Unsplash (Free)
Stocksnap (Free)
iStockPhoto (Paid)
Shutershock (Paid)

Local photographers/filmographers

https://www.thefilmers.co.uk/
https://nuttyamber.com/
https://www.ianscottphotography.co.uk/
https://www.ptheadshot.co/

11. USE YOUR BUSINESS NAME FOR YOUR EMAIL

Using your business/domain name as your email makes your company look more credible. If you have a website then you can use the domain name for your email

There are various ways to do this including:

Using Gsuite (from £4.14 per month)
Office 360 (from £7.90 per month)
Using your website host.

CHECKLIST

Do you use your domain name for your email?

RESOURCES

https://gsuite.google.com/intl/en_uk/pricing.html

https://products.office.com/en-gb/compare-all-microsoft-office-products?

12.WHO OWNS YOUR WEBSITE?

WHERE IS YOUR WEBSITE HOSTED?

WHERE IS YOUR DOMAIN HOSTED?

WHERE IS YOUR EMAIL HOSTED?

WHERE IS YOUR WEBSITE BACKED UP?

CHECKLIST

- [ ] Do you know where your website is hosted?
- [ ] Do you know where your domain is hosted
- [ ] Do you know where your email is hosted
- [ ] Does your host back up your website?
- [ ] Can you restore your website?

THANK YOU

Thank you for taking the time to fill out this workbook. I hope that you have found it useful!

If you need any help with anything that you have done in this workbook please contact me.

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I offer a website audit which covers everything in the workbook for £150 and gives you a list of action points, I can also quote for the actions points listed to be done, depending on requirements.

Anna
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https://www.goldnuggetdesigns.co.uk/