quartzlight marketing **Website Checklist**

A "must have" checklist for your website.

Your website is the portal of your business, and an investment worth making.

Here's how to invest wisely:

1. **Stay away from "free" sites.** "Free" is not an investment.
2. **Have a clear logo/brand and objective.** Is it clear who you are, and what you sell, or provide?
3. **User friendliness.** Sometimes called "UI" or "user interface", you want your website to have a UI that is inviting and pleasing to your customer. If you have ever tried to find something on a cluttered website, you understand what we are talking about here.
   Here's a free ebook that talks about good UI design:
   http://www.awwwards.com/web-ui-design-best-practices-free-ebook.html
4. **A front page that shows a simple message, call to action, and other basic info.** Some websites look like they are trying to put anything that anyone might want to know on the front page. This will turn off many of your visitors. Instead,
5. **Each page has it's own message, that relates to the brand**.
6. **Photos on your site illustrate the brand.**
7. **Video clips if you have them**.
8. **Links and feeds of your social media profiles**.