

## Website Design Checklist

Want to make sure that your new website has all the basic elements needed to best assure success from your marketing efforts? Use this checklist to make sure you are on track:

- Phone number easy to see in the header
- No social media icons in the header
- External links open in the new window
- Strong call to action on the home page
- Request appointment forms are specific to your business
- Logo images crisp and clear
- Hero images are high resolution
- Images are optimized for web (smallest possible file size)
- The website is mobile-friendly
- Page titles and meta descriptions are set properly
- Analytics is installed and working