RIGHTCLICK

WEB DESIGN CHECKLIST

Seven Steps To A Professional Website!

Step #1

High Quality Hosting

Hosting is critical to your website's success or failure. If you're not familiar with the term, hosting is the physical location of your websites actual files. This includes images, videos, text, code, etc.

If you get this wrong to save a buck, it can end up costing you thousands or even end your business, so be sure your hosting company has the following services covered:

–   Customer support
–   Automatic back ups
–   Server speed
–   Updated software

Whether it's email, live chat or phone isn't as important for customer support as the importance of intelligent people that understand your server and hosting challenges.

Whenever there's a challenge with a plugin, post, page, video, etc. on my site, the first thing I do is create a support ticket with my host. This way if it's a common problem, they'll save me time with a solution.

Automatic back ups are not just peace of mind, they're **a very real need**. You will accidentally delete files, forget to save your updates, mess up permissions, get hacked, etc.

It's not a matter of if, it's a matter of when.

Getting a server with the right amount of memory and RAM is super important and not a one size fits all. If your business has spikes in traffic (like during a sale), you'll need to be able to reach out to your host and ask if you need to upgrade anything.

If you don't have this covered, millions of dollars in sales can be lost from your server getting overloaded and crashing.

Most people don't know that hosting provides a ton of software options in their service. This includes software for security, support, customer management and much, much more.

The bottom line is there's too much to keep an eye on yourself, so you need a host that will automatically update them and keep you in the loop whenever there's a problem or challenge.

> We provide secure hosting on our own server by invitation only including a full back up of your site in the cloud here.

Step #2

Wordpress CMS

Wordpress is the platform that your website is on for creating and editing content. Over 65% of all websites online are on Wordpress and it's for a reason. They've kept it opensource so that people are constantly improving on it's security and ease of use.

When you hire a web developer, they should give you access to a library of video tutorials to make basic changes with Wordpress if you're planning on making edits to your site yourself.

Wordpress also has millions of plugins available to do just about anything you can imagine for your website from linking to other software, posting to social media, securing login and much more.

Make sure you check with your web developer before installing any plugins to verify they're safe and actually do what your hoping they say.

From a cosmetic stance, Wordpress also gives you more flexability to create any "look" you want from your site with a professional theme, which happens to be step three of our checklist...

Step #3

Professional Theme

There's a million Wordpress themes available and many of them are even free to download, but not all themes are made alike!

A recent study showed that 8 out of 10 of the most popular free Wordpress themes contained some kind of virus or spyware in them, so I would never suggest downloading a free theme.

One of the most important features of a professional theme is that it is mobile responsive, which means it will look great on any device.

If you're site isn't mobile responsive, half of your visitors will leave and never come back.

There are actually only two themes I would suggest. Both are affordable and very flexable to use to create any layout you'd like.

The first theme and what I personally use, is Enfold. It's available for around $60 (at the time of this writing.) To see it's features and buy a copy, visit www.themeforest.com.

The second theme has a few more bells and whistles, but isn't critical, simply a safe alternative that some people prefer over Enfold and that's called Divi.

One of the advantages Divi has is their drag n drop feature to create posts and pages a bit easier than standard themes.

Divi is considerably more expensive than Enfold. At the time of this writing, it's $89 a year or $249 for life. It's made by Elegant Themes at https://www.elegantthemes.com.

Google recently confirmed that over 60% of all visitors to Facebook, Google and YouTube are on mobile devices.

Step #4

Clear Navigation

One of my pet peeves is to go to a site where I have a specific task in mind, like finding a price or way to contact someone and can't find it.

Trust me when I tell you, this doesn't just bug me.

Your website's visitors want the same thing. So when you're designing your website, the goal is not to be so unique in your design that people are lost.

The way your website needs to be different is in your product or service, in other words keeping your promise to deliver something great.

Even if you sell a ton of products or services, it's important to keep your main menu simple. For example, if you sell 100 cel phone chargers, simply put 'shop' on your main menu, then on the page that it links to, have a section listing your chargers or even better a search box to enter your phone style.

Some of the most common and recognizable menu items are "home, about us, products (or services), frequently asked questions, contact and legal."

Each of these has an important, yet obvious role to play for a professional website, so be sure to include those pages in your main menu.

Another important thing to add to your main menu is "FREE" or "GIFT". This is key for building a potential customer email list, which is a very effective way to educate prospects on your service over time, so that when they're ready to buy, you already have a relationship and credability.

> ✓ A targeted email list of people that are looking forward to hearing from you is the fastest way to generate sales online.

Step #5

Professional Images

People visiting your website are looking for solutions to their problems and the clearer you can make your offer, the higher the chance of turning those visitors into clients.

Images that are high resolution and targeted to exactly what result you're offering, will significantly increase your conversion rate and website's profit.

For example, when I mentioned using a wordpress theme that was mobile responsive, I showed this image...

This works very well because it's relevant to your topic and objective. It's also a great strategy since a large majority of your prospects will be visual learners, which means *they need to see to understand*.

There are several places you can get images for your website, both paid and free and both have their place.

If you're selling a product that you own and create, then you're probably going to want to hire a professional photographer (or at least use a high quality camera yourself) to take pictures of your product.

If you're looking for free stock images there are two websites I use which provide great, high resolution images. They are www.unsplash.com and www.pixabay.com.

They're both very similar, so check out both to find the image that matches your message the best.

Step #6

A Great Domain

When someone hears (or reads) your website's url, there needs to be 3 things in place for you to have a good chance of moving forward with them.

1. The url has to be easy to remember.
2. The url has to be easy to spell.
3. The url has to be targeted.

If you look at our website (www.rightclick.us) it's catchy, so it's easy to remember. Since the *right click* could mean the computer term or simply "right" as in correct, it's easy to spell AND remember. If you need help with finding a great domain that matches your business and helps drive more targeted traffic and sales, let us know here and we'll be happy to help you find one.

The other element of a great domain that a lot of business owners miss with their websites is using the domain for their emails.

In other words, we use info@rightclick.us for our main email. If instead we used rightclick214@yahoo.com (which isn't a real email) do you think it would come across as professional?

You can get a great domain for about $10 a year at www.godaddy.com or www.domain.com. I also like to use www.instantdomainsearch.com to get ideas, but keep in mind a dot com or dot net is the ideal choice for a domain.

If you have a company the focuses on creating products (or services) that

Step #7

Consistent Branding

This is a big one.

If you go to www.rightclick.us and click on any of the social media links (Facebook, Twitter, Instagram or Linkedin) you'll see the same logo, the same header image and the same message.

If you get creative on this and change it up for different platforms, people will often get confused and leave or even worse, think you're unprofessional or incompetent and don't specialize in what you do.

Take the time to brainstorm with your team or by yourself and dial in exactly what you do best and how it helps your clients the most and simplify 'what you do' in a short sentence.

Ours is "**We Flip The Switch That Makes Prospects Want To Buy From You.**"

Every word in that sentence matters and says a lot about who we are and how we can help people.

If we only designed websites, we'd be leaving our clients unprotected and vulnerable to their competition. They always need marketing as well in order to generate income and automating sales reveals the *potential freedom they can have* by **leveraging our services**.

We'd love to help you with your website and marketing as well. Visit us online at www.rightclick.us or call us at 1-888-742-8522) and we'll be happy to answer any questions you have about improving your website and online sales.

Take care,
Mike Cowles. <><

*This PDF or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the author except for the use of brief quotations with a link back to www.rightclick.us.