



TECHNICAL

- Premium hosting
- Marketing oriented theme
- Email collection
- Video hosting
- WordPress
- Mobile optimized
- Minimal plug-ins
- All pages HTTPS (SSL)
- Daily backups

MESSAGING

- Does the headline speak to the avatar?
- Is there a clear promise?
- Is there a call to action above the fold?
- Does it have video?
- Does the video have a call to action?
- Do the words on the page speak to the pain points of the avatar?

GRAPHICS

- Professionally designed logo
- Favicon
- Consistent imagery
- Banners and graphics professionally created
- No stock images

DESIGN

- Movement and life
- Video
- Good colors
- Actual images of you
- Clear navigation
- Header logo links to homepage

INFLUENCE

- Testimonials
- Membership logos
- Reciprocity (lead magnets)
- Social proof (Social media links to your content creation)

SEO

- Does each page have at least 300 words?
- Is a keyword identified?
- Are images compressed?
- Picture file names have keywords?
- Is there a blogroll?
- Fast loading

COPYWRITING

- Call to action on EVERY page
- Clear conversational copy
- Communicates value
- Speaks to the client, it is not about the therapist
- Headlines ignite curiosity
- Copy offers problems
- Feature have benefits
- Testimonials are integrated not on a separate page

SERVICES & PURCHASING

- Services have been "productified"
- A clear option to purchase product
- Multiple purchase levels and options
- Online payments
- Custom thank-you pages
- Onboarding experience

EMAIL SERVICES

- 24/7 autoresponder for purchases and lead magnets
- Onboarding email sequence for services
- Contact form to email you

FUNCTIONALITY

- Can schedule and pay online easily
- Forms can be completed online
- Links work
- Footer with contact information