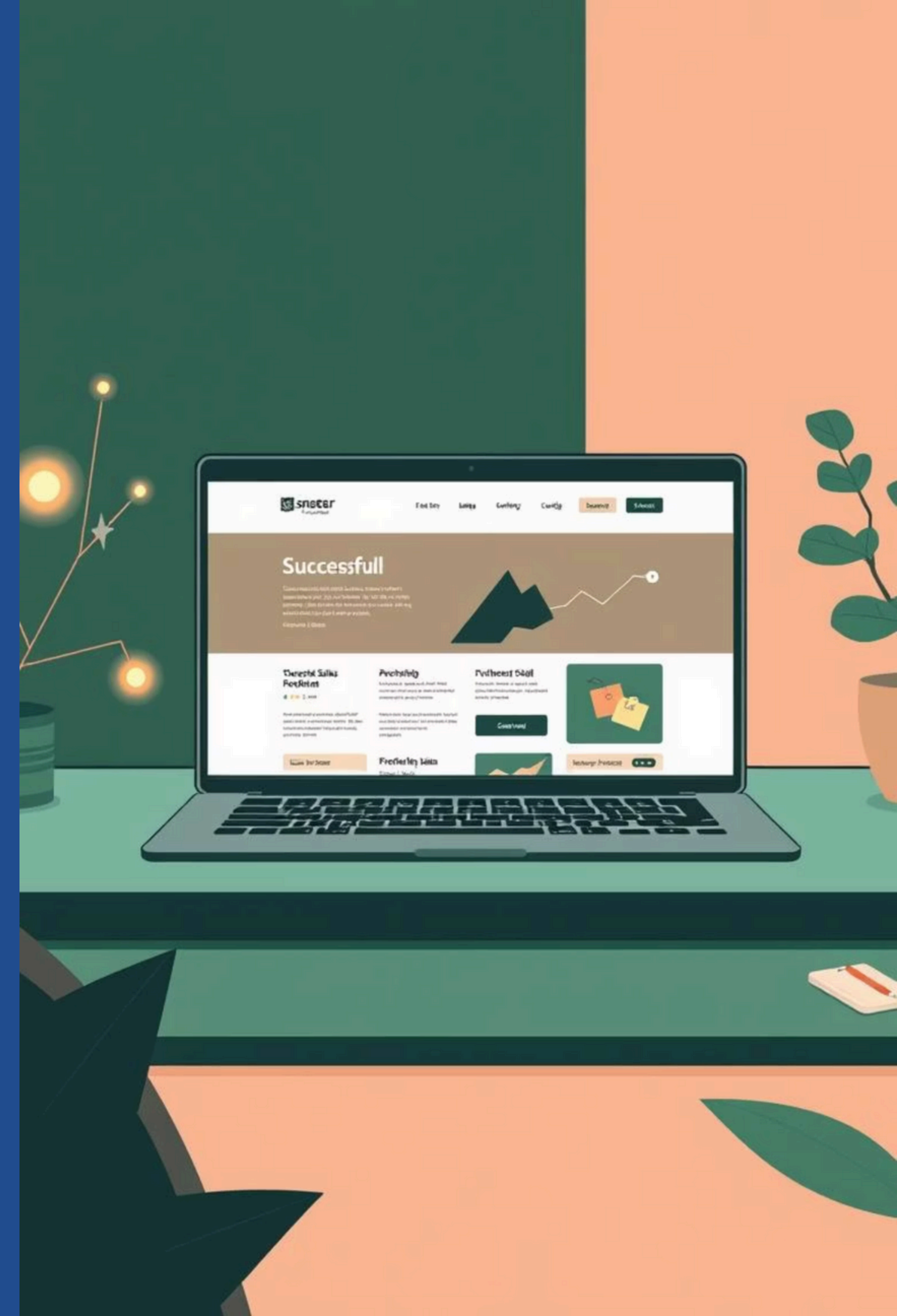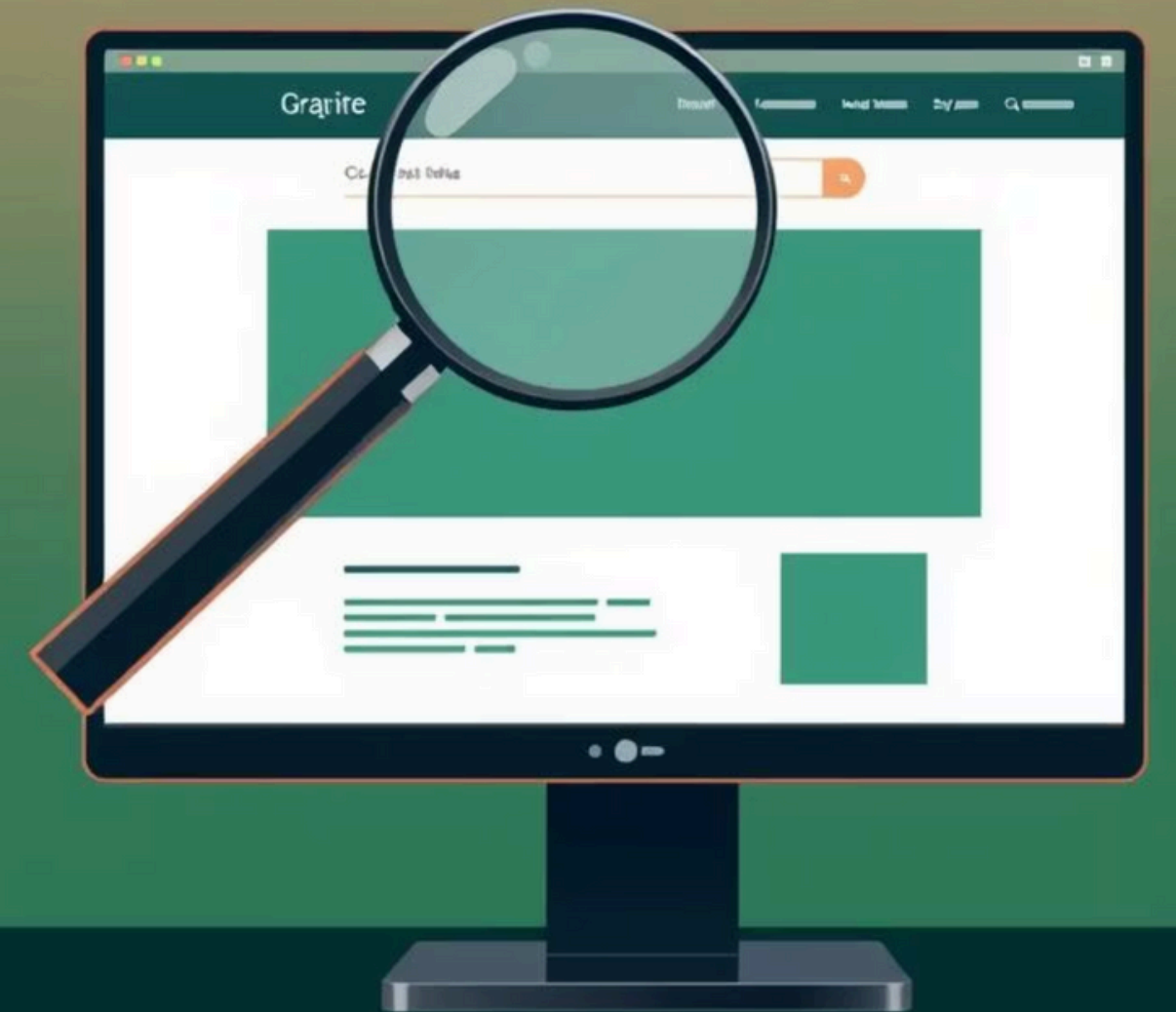# Website Self-Check: Fix What's Blocking Sales

Unlock your website's full potential and convert more visitors into customers.

Aethergie
DEFINE. REFINE. DOMINATE.

Section 1: Homepage Check

Is Your Message Crystal Clear?

Your homepage is your digital storefront. Within 5 seconds, visitors should grasp what you offer and why it matters to them.

Headline Clarity

Does your main headline clearly state your core value proposition?

Sub-headline Support

Does your sub-headline elaborate on the headline without jargon?

Does Your Homepage Speak in 5 Seconds?

Visitors make quick decisions. Ensure your site's purpose is immediately evident.

1	2

Visual Relevance

Do your hero images or videos align with your core message?

Immediate Benefit

Is the primary benefit for the visitor immediately visible?

Section 2: Offer Check

Can Visitors Easily Find What You Sell?

Navigability is key. If users can't find your products or services, they can't buy them.

- Is your navigation menu clear, concise, and logically organized?

- Are your product/service categories intuitively named and easy to browse?

- Is there a prominent search bar for users looking for something specific?

Is Your Value Proposition Obvious?

Clearly articulate what makes your offer unique and desirable.

1

Problem-Solution Match

Does your product description clearly address a pain point?
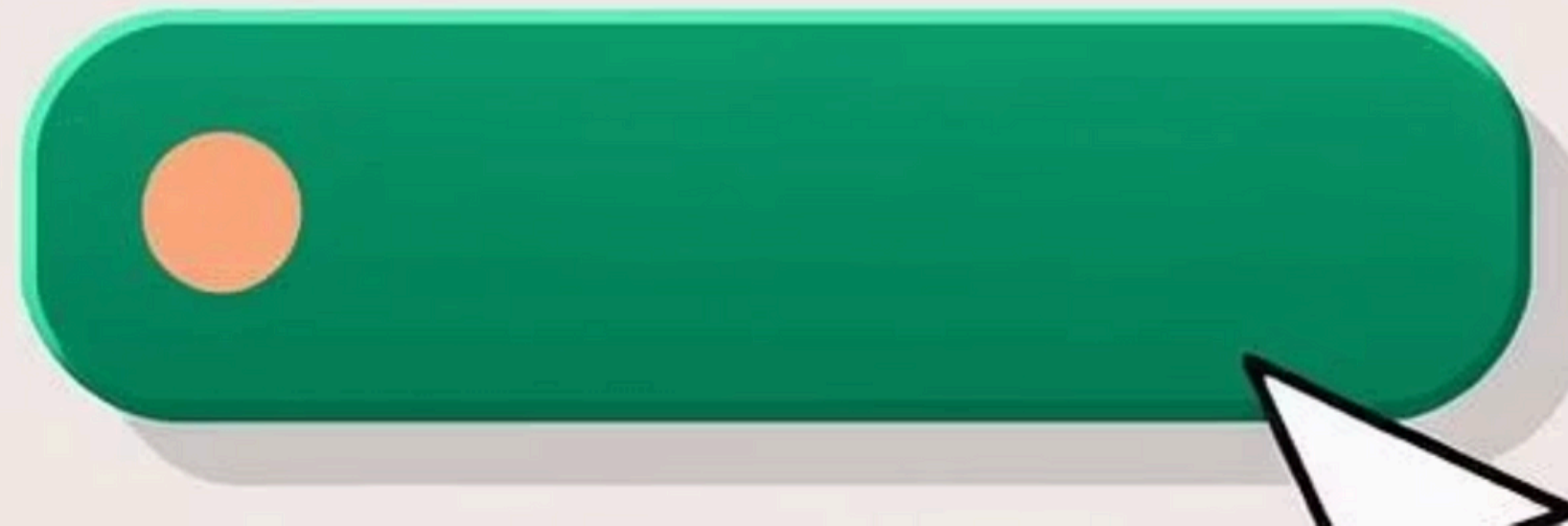
2

Benefit-Oriented Language

Are features translated into clear benefits for the customer?

3

Pricing Transparency

Is your pricing clear, competitive, and easy to understand?

Section 3: Conversion Check

Is There a Clear Call-to-Action?

Guide your visitors. A strong CTA tells them exactly what to do next.

1

2

Prominent CTA Placement
Is your primary CTA easily visible above the fold?

Action-Oriented Language
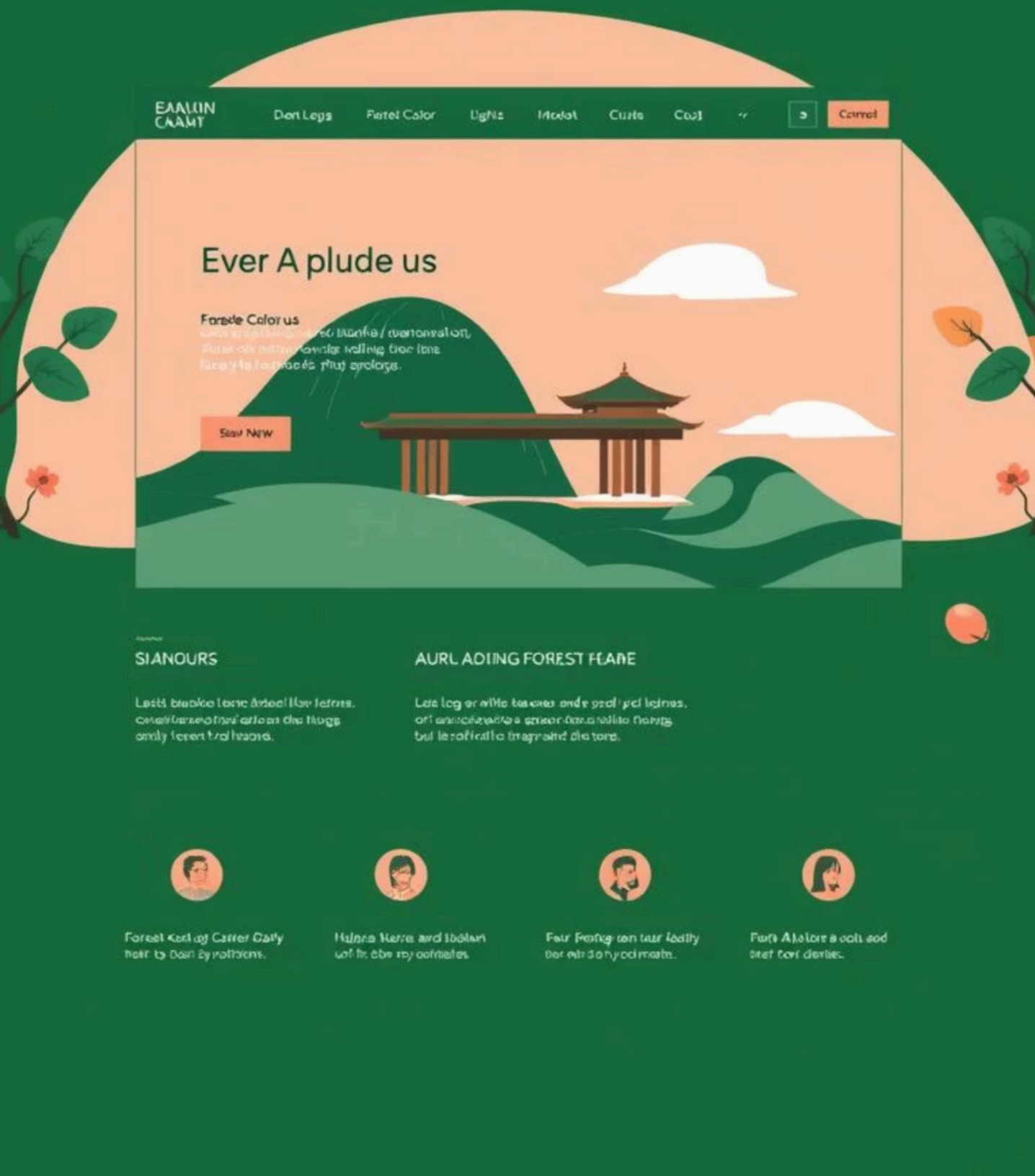Does your CTA use strong verbs (e.g., "Buy Now", "Get Started")?

Section 4:
Branding Consistency

Branding Consistency

- Ensure color scheme matches your logo and brand palette

- Use consistent typography across all pages

- Select images and videos that represent your brand authentically

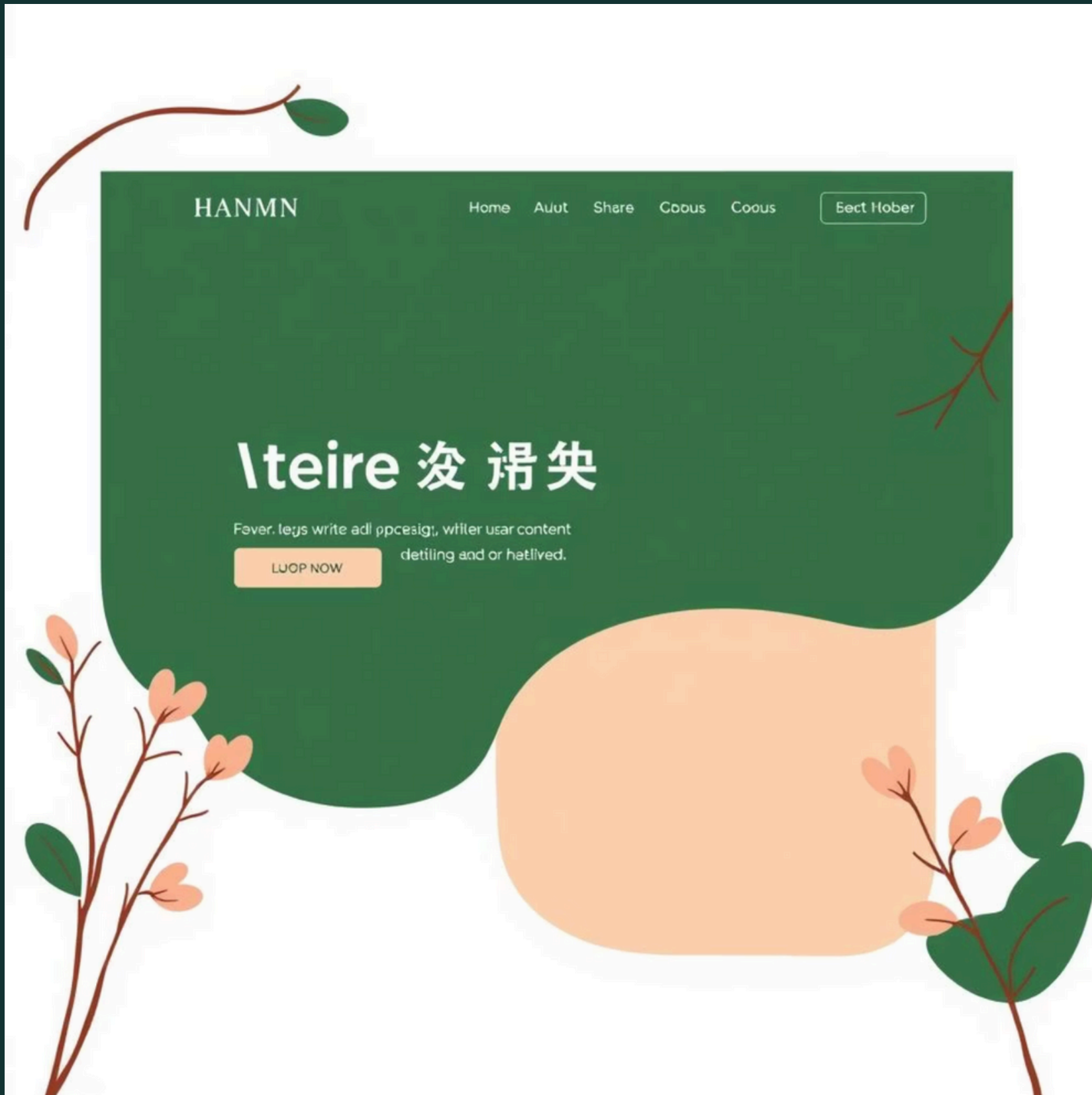- Review About Us page for clear, engaging company story

Section 5:
Design & Layout

Design & Layout

- Maintain clean, clutter-free design with ample white space
- Use consistent formatting for headers, text, and links
- Place critical content above the fold for immediate visibility
- Limit flashy effects that distract from user experience

Section 6: Navigation

Navigation

| 1 | 2 |

Clear Labels

Use standard, descriptive menu labels (7 items or fewer).

Priority Order

Prioritize important pages first in navigation order.

| 3 | 4 |

Functional Links

Ensure all links work; eliminate broken links.

Comprehensive Coverage

Include footer and sidebar navigation for ease of use.

Section 7: SEO Basics

SEO Basics

- Use unique, keyword-rich page titles and meta descriptions.

- Include relevant keywords naturally in content (target ~300 words/page).

- Add alt text to all images for accessibility and SEO.

- Use proper header tags (one H1 per page, H2-H6 for subheaders).
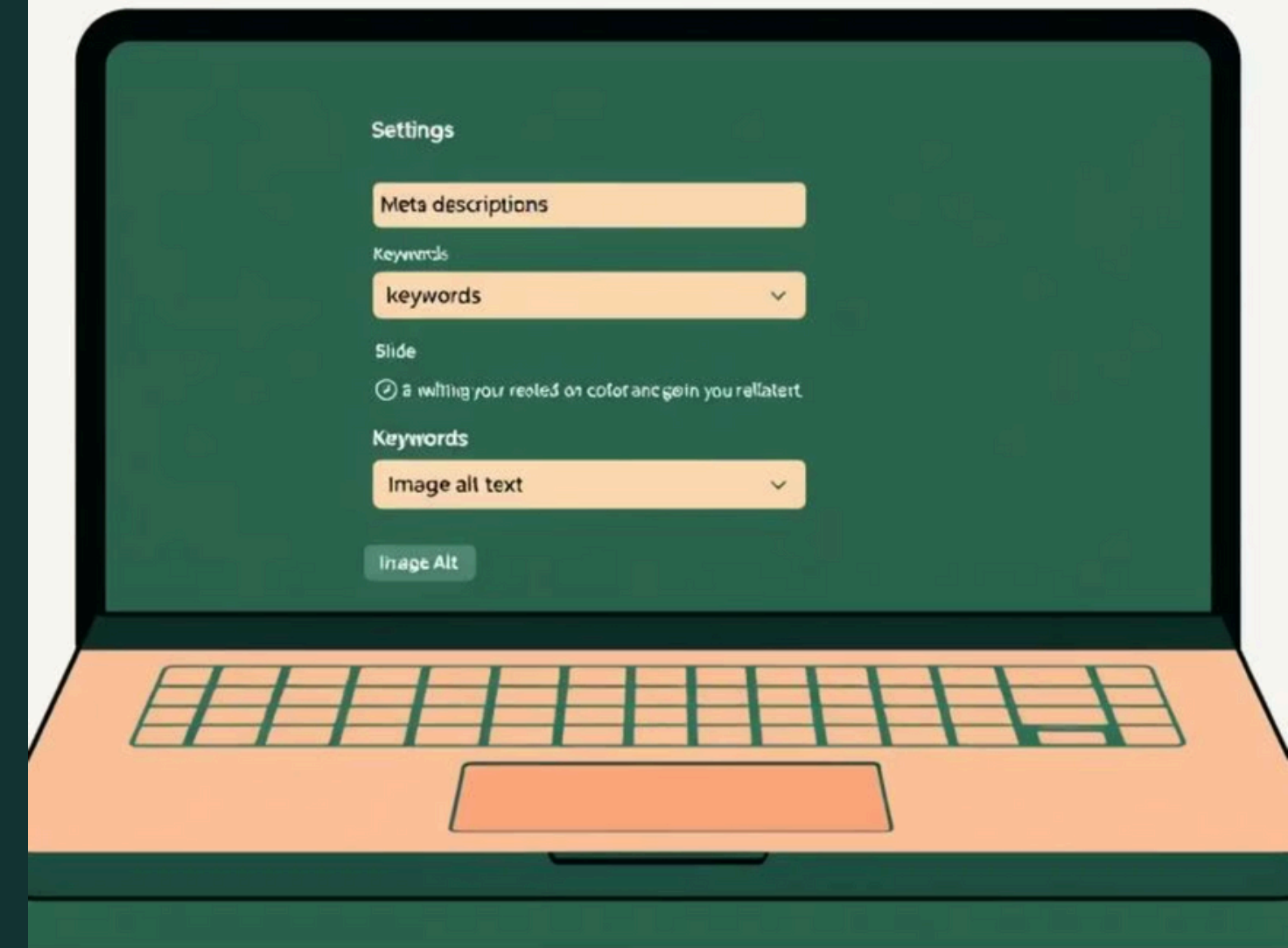
Section 8:
Content Quality

Content Quality

Engaging Content

Keep content engaging and relevant to your audience, providing value with every piece.

Regular Updates

Update regularly to maintain freshness, improve SEO ranking, and keep your audience informed.

Internal Links

Use internal links to guide visitors through your site and improve overall SEO structure.

Originality & Readability

Avoid duplicate content and ensure high readability with clear, concise language.

Section 9:
Mobile Responsiveness

Mobile Responsiveness

- Test site on multiple devices and screen sizes to ensure optimal display.

- Ensure buttons and links are easy to tap on mobile for seamless interaction.

- Optimize images and media for fast mobile loading, enhancing user experience.

- Use responsive design frameworks or themes for built-in adaptability.
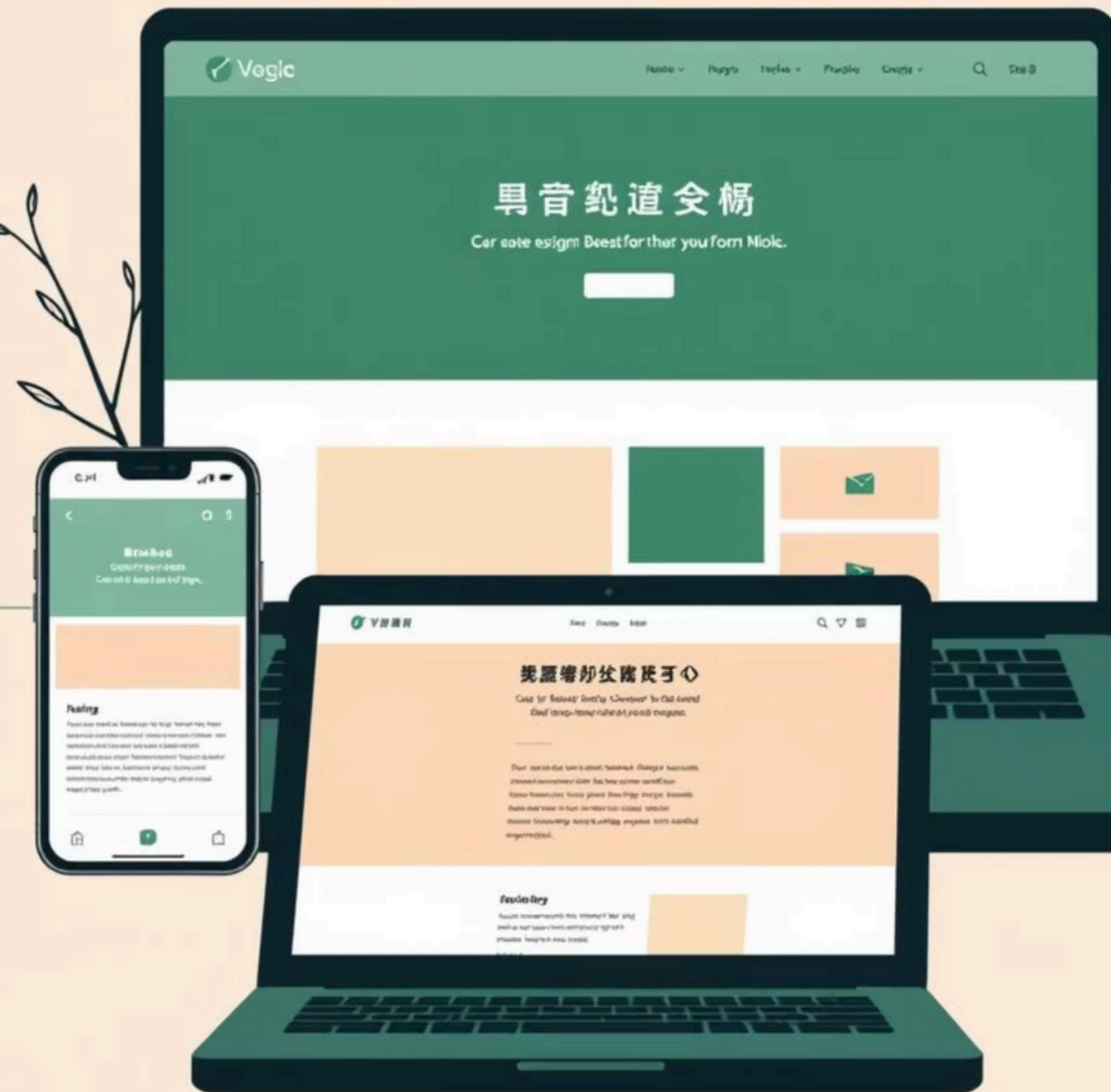
Section 10:
Performance & Speed

Performance & Speed

A fast website enhances user experience and improves search engine rankings.

Continuously monitor and optimize these areas to ensure your site delivers top-tier performance.

Section 11: Analytics & Monitoring

Analytics & Monitoring

Leverage data to drive continuous improvement and achieve your website goals.

- Set up Google Analytics and Search Console for comprehensive insights.

- Monitor traffic sources, bounce rates, and user behavior to understand engagement.

- Track keyword rankings and conversion goals to measure effectiveness.

- Use data to inform ongoing website improvements and strategic decisions.

Section 12:
Keep Improving &
Take Action!

Keep Improving & Take Action!

Your website is your digital front door—keep it welcoming and effective!
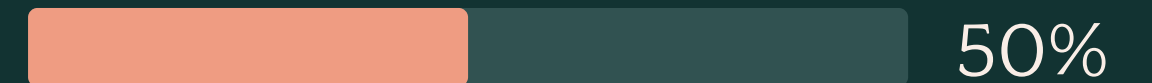
100%   75%   50%

Regular Checks

Regular self-checks prevent issues and boost success. Dedicate time for monthly mini-checks and quarterly deep audits.

Start Today

Don't wait! Pick one area from this checklist and make a positive change today.

Maximize Growth

Ready to grow? Let's make your website work harder and smarter for you!

Your journey to an optimized website starts now!

Ready to Boost Your Sales?

Fix what matters. Take the next step to optimize your website for success.

You've completed the Website Self-Check.
Need more business clarity, structure, or flow?

Visit the Aethergie Vault for free tools, real strategies, and grounded guidance.

Built to support business owners who do things differently.

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