

# Website cheat sheet

## Trust

- Professional
- Phone number
- Easy Navigation
- Mobile friendly
- Pleasing welcome image
- Demo Video or Tour
- Benefit driven testimonial
- Guarantee

above the fold

## SEO

- Keywords in Title - Brand on every page
- Fast site - page speed
- Yoast SEO
- Social icons

The wireframe shows a website layout with the following elements:

- Header:** A red banner with the text "Download our website cheat sheet". To the right, it says "Call now for Free Consult 123-123-123".
- Navigation:** A grey bar with links for "Home", "Blog", "Products", and "Contact".
- Main Content:**
  - Left Column:** A testimonial with a man's icon and text: "your elevator pitch and a **call to action** to your prospects or a product tour or a personal welcome video (if run brick % mortar)". Below it, another testimonial with a woman's icon: "best benefit driven testimonial".
  - Right Column:** A blue rounded rectangle containing a "Name" and "Email" input field, a "Lead Magnet" box, and a "Download" button.
- Bottom Section:** A "Live chat" button on the left. A "Results guarantee" section with a "100% GUARANTEE" badge. Two blog post excerpts with titles and "Lorem ipsum" text. Social media icons for Facebook, Twitter, RSS, and Google+. A footer with "Copyright xxx", links for "Terms of service", "Privacy", and "Contact", and the address "address: 123, surfer street, California".
- Bottom Right:** A yellow box with the text "Download this Lead magnet", input fields for name and email, and a "Download" button.

## Call to Actions

- Lead capture
- Phone
- Lead capture
- Scrolling lead capture
- Subscribe to newsletter

## Tools

- WordPress platform
- Email Autoresponder
- Customizable Theme
- Fast web host
- Quality Image libraries
- Plugins: see list
- Content: [kudani.com](http://kudani.com)

## Outcome

- Google Analytics
- WebMaster Console
- Performance
- Uptime monitoring
- Signups

<http://kudani.com>

Kudani

# Website cheat sheet

## Website Checklist

### TRUST

Professional Logo	<input type="checkbox"/>
Phone number	<input type="checkbox"/>
Easy Navigation	<input type="checkbox"/>
Mobile friendly	<input type="checkbox"/>
Professional welcome photo/ images	<input type="checkbox"/>
Demo Video or Tour	<input type="checkbox"/>
Benefit driven testimonial	<input type="checkbox"/>
Guarantee	<input type="checkbox"/>

### SEO Checklist

Keywords in Title - Brand on every page	<input type="checkbox"/>
Fast site - page speed	<input type="checkbox"/>
SILO Architecture	<input type="checkbox"/>
Social icons	<input type="checkbox"/>
Google Webmaster tools	<input type="checkbox"/>
Google Analytics	<input type="checkbox"/>
Facebook pixel	<input type="checkbox"/>

### CALL To Actions

3-5x Lead Captures	<input type="checkbox"/>
Phone	<input type="checkbox"/>
Appointment	<input type="checkbox"/>