

*New*

---

# WEBSITE CHECKLIST

---



BY JAMES FRANCIS

## Introduction

If you're setting up a new website to sell digital products or services, you need to make sure it has the most important elements ready before you launch it to the world.

Plus it's easy to forget things, too!

That's why I created this checklist – to save you a ton of research and confusion about which pages are actually important and profitable in the long-term. Just be sure to follow the steps before your competitors do.

Oh, and this is by no means a list of ALL the things you can have on your website. It's just a small selection of the most important elements that have worked well for me and my coaching clients.

## The New Website Checklist

- ☑ **Homepage** – What does your online business do? Who do you help? What problems do you solve for those people? How do you help them?
- ☑ **About** – This is the section where you share your story, along with what motivated you to start helping people with your chosen niche. Although, always link your experiences back to the prospect so they can see how it benefits them. Even when talking about yourself, people still want to know, “what’s in it for me?”.
- ☑ **Blog** – If you want to get the best results possible, your prospects will need to receive new content from you every 1-2 weeks. If you don't do this, they'll start to get less responsive to your communication and go “cold”. So be sure to have one short blog post about you starting the new blog and what they can expect from it, then a new piece of content (e.g. written blog post, short video, checklist, case study, or similar) every week or two from then on.
- ☑ **Results/Testimonials (optional)** – If you've had some experience in your niche before now, adding case studies, testimonials and customer results always increases your authority status and your prospects' confidence in you (that you're actually going to deliver on your promises) – and therefore increases your sales. But if you haven't worked with anyone in your niche yet, feel free to skip this page and build it when you DO help your customers to get some incredible results.

☑ **Support** – Even if you don't have any of your own products created, you'll still get the occasional questions from your prospects. And if you DO have your own products, the number of questions is only going to increase. So give them some way of contacting you. This could just be an email address, or a more professional solution like a support desk ([HESK](#) is good, and free!). It always reduces refunds and increase sales – now *and* in the long-term.

☑ **Legal Documents** – I'm legally not allowed to give any recommendations for these as I'm not an attorney, but you should always have the relevant pages to protect yourself. Usually this consists of a "privacy policy", "disclaimer", and "terms of use" document. If you're just getting started, you can find free fill-in-the-blank templates for these documents online with a quick Google search. But again, consult an attorney if you're unsure.

Once you have these basic elements in place, you're ready to launch your new website!

## **“So How Do You Create These Elements And Make A Huge Profit In ANY Niche?”**

Although you'll now know which pages to put on your new website, your next steps are to **use a *proven system* which automatically converts your prospects into customers and sales, and then drive high-quality targeted traffic to it.**

Because after all, it's not enough to simply know WHAT you need to do, but you also need to know HOW to create these elements in the correct way to start making sales.

To learn more about being coached by me personally to build a six figure online business in any niche *without* feeling overwhelmed or frustrated, simply click the big button below now...

**CLICK HERE NOW TO LEARN MORE**

See you there!

J. Francis

James Francis.

*Founder & CEO, Digital Prosperity.*