

Professional Services Website Checklist

At Marketing Clever, we love helping professional service businesses generate more leads and sales from their websites. We understand that not everyone is a marketing expert, which is why this checklist exists! Use it to identify potential areas for improvement on your site, so you can make the necessary changes to increase traffic and conversions.



Know Your Audience

Before you start building your website, you need to understand your target audience. What are their needs and pain points? What kind of content are they looking for?



Ensure Your Branding Is Up to Date

First, you need to decide on a color scheme and design that reflects your brand identity. Then, you need to make sure the copy on your website is in line with your brand voice.



Snap the Perfect Team Shot

People like working with people they know, so it's important to include a photo of your team on your website. This helps build trust and credibility with potential clients.



Use LinkedIn to Boast Expertise and Social Proof

By displaying your team's credentials and endorsements on LinkedIn, you can show potential clients that you're experts in your field.



List Clear Sectors or Niches

Clear sectors are wise and allow you the opportunity to share your expertise and insight. Trends need to reach readers, and the site must be a valuable resource of interesting and thoughtful articles.



Clear and Easy Call to Actions

Every page on your website should have a clear and straightforward call to action (CTA). This is the button or link that encourages readers to take the next step.



Insights and News

Your website should be a source of industry-specific information that potential clients can use to make informed decisions.



Think Beyond the Site

Imagine your professional business website is on the top floor of a gigantic shopping center with little passing traffic; how do you get people up to your floor?



Review Review Review!

Check how you are doing using google analytics, get a professional to review your website, and keep on top of the industry changes.