



Business Website Essentials Checklist

Prepared by Wild Iris Marketing, Proprietary and Confidential

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Before launching (or relaunching) your business website, make sure it includes these key elements. This easy checklist covers the essentials your business site needs to be professional, build trust, and convert visitors into customers.

- ☐ A clear explanation of who you are and what you do
- ☐ Your location and service area
- ☐ Clear target audience
- ☐ Messaging that focuses on solving customer problems
- ☐ Key differences that make you the better choice
- ☐ Easy to find contact information
- ☐ Proof of credibility (reviews, certifications, photos)
- ☐ Fast, mobile-friendly design
- ☐ Updated copyright year and working links

Tip: Test every link, button, and form before you go live. Your website should make it effortless for visitors to understand, trust, and contact you.