



Awesome Freelance Website Checklist

Attract high-paying clients with awesome content and design on your freelance website, based on what works best for freelancers. This checklist is divided into 4 sections: Content (text), pages, writing, and design.

Content

☐ 1. Client-Focused Content

Grab the attention of your target clients fast by focusing on their needs and how you meet those needs. Answer their key question: “What’s In It For Me?” Do this throughout your website.

☐ 2. Key Messages in Headlines and Subheads

Keep clients on your website long enough to persuade them to hire you with compelling headlines and subheads. Clearly explain what you do and how this benefits clients.

Pages

☐ 3. Compelling and Client-Focused Home Page

- Strong headline and subhead(s)
- Content that clearly and concisely describes:
 - What you do (your services)
 - Who you do it for (your target clients)
 - How what you do benefits clients
- Short headlines and blurbs for 3 shortcut boxes*

*Home page shortcut boxes are linked to key pages on your website, like About and Services. The blurb is a brief description (no more than about 30 characters with spaces) of the page. Keep the headline short too (no more than about 115 characters with spaces).

☐ 4. Short, Relevant About Page

- Brief, client-focused marketing content
- Most relevant information about your:
 - Experience
 - Education
 - Awards, honors, and other professional accomplishments

☐ 5. Relevant Details About Your Work

Services; Portfolio, Samples, or Work; Testimonials; and/or Clients pages, which can be organized and combined in different ways. Content of these pages:

- List of services
- Samples of your work, or project lists or descriptions
- Testimonials (if you have enough experience to have testimonials)
- Client list (full or partial; optional)

☐ 6. Simple Contact Page with Clear Call to Action and NO Contact Form

- Call to action:
 - What you want the client to do (e.g., contact me, call, or email)
 - Why the client should do it (the benefit)
- Contact information (name, email address, and phone number)
- City and state (to help show you're running a real business)
- NO CONTACT FORM

☐ 7. Contact Information on Every Page

- Brief call to action (e.g., contact me today), email address, and phone number (usually at the bottom of the page)
- Contact page link in your Home page menu

Writing

☐ 8. Scannable Web Content

- Headlines and sub-heads for key messages
- Simple sentences
- Short paragraphs
- Active voice
- Bulleted lists

☐ 9. The Right Words

- Conversational
- Concise
- Tone and language that appeals to your target clients

Design

☐ 10. Visually Engaging, Clear, and Easy-to-Navigate

- Attractive web design
- Design that makes content clear
- Design that's easy-to-navigate

☐ 11. The Right Images

- Images on your Home page (and any other page) ONLY when they contribute to your key messages
- Effective Home page images:
 - Logo
 - Banner image
 - Photo (sometimes; I prefer the photo on your About page)
- Effective image on every page:
 - Logo

☐ 12. The Right Fonts

- Easy-to-read online

☐ 13. The Right Colors

- Look great and easy-to-read online
- Balance and harmony

☐ 14. Key Information in the Top and Left Parts of the Screen

- People look at the top left corner of a website first (this is a great place for your logo)
- People spend most of their time viewing the left half of a web page

☐ 15. Headlines and Subheads to Emphasize Key Messages

- Headlines and subheads are a key part of your content and your design

☐ 16. Easy-to-Find Contact Information and a Clear Call to Action

- Contact information and your call to action are also a key part of your content and design

☐ 17. Optimized for Mobile Devices and Fast Loading

- Design that looks great on smart phones, tablets, and computers
- Design that loads fast