

12-step checklist for a more effective website

Whether you're creating, maintaining or redesigning a website, here are some key factors to consider.

- 1. Keep your brand in focus
- 2. Make sure your content is useful, interesting and fresh
- 3. Provide your visitors with helpful tools – make it work 24/7
- 4. Write your website using plain English, not jargon
- 5. Always check your spelling and accuracy
- 6. Test your website on real people using many different devices
- 7. Make it easy for website visitors to contact you – and encourage it
- 8. Tell people about your firm's areas of expertise
- 9. Offer special services to your existing clients
- 10. Make sure your website is easy to find
- 11. Use social media to bring new people to your website and spread your message
- 12. Decide whether to go it alone or hire a professional design firm