ONE-PAGE WEBSITE CHECKLIST

☐ **About You:** Now remember, this is actually not about you. It's about your customer! Write out copy that identifies who they are, what they are struggling with, and how they will benefit and feel buying your product or service.

☐ **Show Your Work or Successes:** If you don't have a work portfolio you can share yet, show off work you've done in the past relevant to what you do.
When it comes to testimonials, if you don't have any then focus on showing off the results and benefits of your product/service.

☐ **Your Guarantee:** It is so important that you do not make promises you can't keep. Don't guarantee that every single one of your customers will see a 2x return if they work with you unless you have a proven track record of doing it. Do make it a guarantee that will have your customers feeling safe with you and trust you more.

☐ **Mulitple Calls To Action:** Put one at the top of your page, in the middle, and at the bottom.
Heck, it wouldn't hurt to put one at the top, below your about, below your portfolio and after your guarantee! This way, you are prompting all potential customers!

☐ **Contact Information:** This one is so important! Please remember to put your contact information on your page. Top, bottom, and on a sidebar are the best.