



The Ultimate DIY Web Design Checklist

FOR HOME & LIFESTYLE PROS

BKBRANDINGCO.COM

The Checklist

- Choose 2-3 fonts & 4-6 colors for your brand
- If you hired someone to develop your branding, make sure you have all of your logo files, colors, and fonts documented
- Create a folder of stock photos that complement your brand
- Choose a website template (I recommend Squarespace)
- Do your keyword research and choose a handful of keywords for your website. Build content around these keywords.
- Using your template as a guide, outline and draft your web copy. Or, hire someone to draft your web copy for you.
- Have someone else proofread your webcopy. Check for proper grammar and consistency in your use of 1st/3rd person.
- Build your website. Most important pages are: Home, About, Services, and Contact
- Remove all "Lorem Ipsum" place holder text. Either replace it with your web copy or remove that section if you don't need it.
- Add some white space between sections of your website so that it doesn't look cluttered.
- View your website on mobile phone and tablet and make tweaks where necessary for optimal viewing on all screens.
- Create your contact form(s) and ensure that submissions are being sent to the correct email address.
- Add page titles and descriptions to each page.
- Add descriptive keyword titles to every image.
- Purchase your domain and connect it to your website.
- Outline and draft your lead magnet.
- Create your lead magnet content (I recommend using Canva for PDF templates).
- Promote your lead magnet on your website via a promotional pop-up window and on your home page. (You can also add your lead magnet to your blog posts.)



1. YOUR WEBSITE NEEDS BEAUTIFUL, CLEAR IMAGES.

Be selective about the images for your website. While it's ok to use stock photos when you are just getting started, ideally your website should represent your best work. It should also represent your OWN work when you can.

The photos you choose should be high-resolution images that complement your brand and are relevant to your services. Create a Canva or Pinterest vision board and upload all of the images you are considering using. When you see them all grouped together, it will be much easier to spot the ones that stick out like sore thumbs. Maybe the lighting is different, or the colors don't match your brand, or the style of the image messes up the overall flow of the rest.

Taking time to narrow down your selections first (outside of your web building platform) will save you hours during the design process.

A friendly tip for headshots on a budget:

While I definitely recommend a professional brand photoshoot, I am also realistic and understand that it is not always in the budget for a new business owner. If you are looking for an alternative, try using portrait mode on an iPhone. To get the best results, have someone else take your picture in a bright, naturally lit area (think: outside in the shade, or in front of a big window). Avoid artificial light whenever possible, as this casts a yellow glow on your images that will be difficult to edit later.



[Click here to check out our brand photoshoot guide!](#)

2. YOUR WEBSITE NEEDS CALLS-TO-ACTION ON EVERY PAGE.

Strategic web design guides your visitor on a journey through the most important pages of your website and ultimately brings them to your contact/booking page.

Because of this, each page of your website needs to have direct call-to-action buttons. These will prompt your visitor to stay on your website longer, which improves both your SEO and your conversion rate. Both are SUPER important when it comes to website traffic!



3. YOUR WEBSITE NEEDS AN ABOUT PAGE.

Your about page is the most visited page on your website aside from your home page. This is a vital page! Potential clients want to begin getting to know and trust you before you ever step foot in their home, so make sure your about page is warm and welcoming.





Make the majority of your web copy on this page about THEM, and how you fit into their lives.

Obviously it is an about page, so it is important to talk about yourself as well, but not as important as how you will be helping your clients. The last thing you want is for your potential clients to think you are only in this business to show off your credentials. They will want to know that your focus is on meeting their needs and that the work you do together will be tailored to them and their unique lifestyle.

[Click here to learn more about writing your web copy.](#)



4. YOUR WEBSITE NEEDS TESTIMONIALS.

Sprinkling testimonials throughout your website will work wonders to bring your client in emotionally. It's all about making that emotional connection! When a potential client can relate to your other clients, they will gain confidence in your abilities and feel more comfortable having you in their space.

However, I do recommend proofreading your testimonials and editing them down into short 2-3 sentence quotes. Remove extra exclamation marks, typos, and irrelevant long-winded stories.



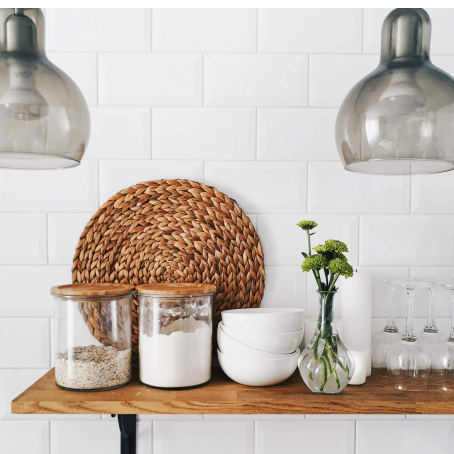
5. YOUR WEBSITE NEEDS A LEAD MAGNET.

A lead magnet is simply a piece of content that is valuable to your ideal client, and that you give away for free in return for their email address. (You're reading my lead magnet right now!) This could be a video tutorial, a checklist, a discount code, a resource library, etc.

Once you have your lead magnet added to your website, you can start emailing your leads on a regular basis (I recommend monthly). These emails are used to continue nurturing your potential clients with free, valuable tips and inspiration for their home and life. You can also use these newsletters to seamlessly promote your content and services.



If the idea of an email newsletter sounds overwhelming right now, don't worry. Focus on creating your lead magnet. You want to start building your email list as early as possible. You can come back to creating your newsletter when you are ready. You will be so glad you implemented your lead magnet early on, because you will have a solid contact list when newsletter time comes.



WHAT TO AVOID ON YOUR WEBSITE:

1. Blurry or dark images, and before photos.

Your website is where you showcase your best work. For those of you in the home services industry, your potential clients already know what a cluttered/dated house looks like. That is why they are looking for you in the first place! What they want to see is the beautiful sanctuary that you can help them create.

Save your before photos and behind the scenes documentation for your Instagram and blog posts--these are great places to show the clutter in a natural and informative way. Trust me, this will dramatically impact the quality of your website and your visitors will be more likely to convert to clients.

2. Too much web copy.

Be clear and concise about what you do, how you do it, and the benefits your services bring to others. A sea of text is often skipped over entirely, and your visitor then misses out on making a connection with you in the short time they spend on your website.

Tip: Use headings and bolding to bring attention to certain sections of web copy.

3. Disorganized navigation.

Organize your web pages so that your primary navigation is listed in the order you would want the visitor to travel through the pages. Create dropdown folders for pages that are not crucial to the primary navigation.

4. Too many fonts.

Stick with 2-3 fonts for your brand. If you have specific fonts in your logo, use the same fonts on your website and throughout all of your branded marketing materials. This shows consistency and professionalism, which helps your audience recognize and trust you.

5. Too many colors/ colors that vaguely match.

Choose a color palette of 4-6 colors for your brand. This usually includes 1-2 primary brand colors and 2-4 secondary colors. Get clear about your colors before you start building your website, and use them consistently throughout your brand. This means you should be using the exact hex codes every time (ex. #D1AC9E).