

WEBSITE STARTER KIT CHECKLIST



**MUST-HAVE ELEMENTS
FOR A SUCCESSFUL
BUSINESS SITE**

FOUND on LOCAL

Website Starter Kit Checklist

♦ 1. Domain & Hosting

- ☐ Custom domain name (yourbusiness.com)
 - ☐ Reliable hosting (SiteGround, WP Engine, or similar)
 - ☐ Secure SSL certificate (https://)
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♦ 2. Core Pages

- ☐ Home – Clear intro, what you offer, and a strong call to action
 - ☐ About – Company story, team photo, mission or values
 - ☐ Services or Products – Detailed offerings with features & benefits
 - ☐ Testimonials – Real customer reviews or success stories
 - ☐ Contact – Clickable phone, email, contact form, map/directions
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♦ 3. Design Essentials

- ☐ Mobile-friendly (responsive) layout
 - ☐ Fast load times
 - ☐ Consistent brand colors and fonts
 - ☐ Logo in header
 - ☐ Clean navigation bar with clear links
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♦ 4. Trust-Building Elements

- ☐ Real customer testimonials or reviews
- ☐ Business address or service area

☐ Certifications, awards, or trust badges

☐ Privacy policy & terms of service

♦ 5. Lead Capture Features

☐ Contact form or quote request form

☐ Email newsletter sign-up

☐ Booking or scheduling tool

☐ Chatbot or live chat option

♦ 6. SEO Basics

☐ Page titles and meta descriptions

☐ Local keywords on service pages

☐ Alt text for images

☐ Internal links to key pages

☐ Google Search Console & Analytics connected

♦ 7. Bonus Features

☐ Blog or News section

☐ FAQ page

☐ Gallery or portfolio

☐ Downloadable lead magnet or resource

☐ Social media links

Visit www.FoundOnLocal.com for more marketing assistance!