# Checklist for basic website layout

- ☐ Simple Non obtrusive logo

- ☐ Large background image.

- ☐ Make it absolutely clear what you are selling before the scroll

- ☐ Benefits or unique selling proposition clear

- ☐ Call To action Before the scroll That describes EXACTLY what you want the visitor to do

- ☐ Happy Human Faces

- ☐ Short list of links at the top- keep this focused

- ☐ Clear Explanation and flow as you go down the page

- ☐ Multiple call to actions as you scroll the page

- ☐ Testimonials of some sort

- ☐ Easy way to contact you (live chat, phone)

- ☐ Icons as placeholders for text

- ☐ Benefit driven copy

- ☐ Copy speaks to one person