The Ultimate Website Content Checklist 2018 – for business owners

The marketing mantra of the decade is - Yes, your website is extremely important. But nothing on the web is more important than content. In fact, your website is nothing without content. And 90% of your marketing efforts should be geared around constant content creation and content dissemination - something very few business owners understand, and even fewer actually implement.



- [ ] 1. I have unique marketing copy written for my web pages
- [ ] 2. I am using to-the-point scannable text, not lengthy paragraphs
- [ ] 3. I have designated landing pages for all areas of my business
- [ ] 4. All my landing pages are built around professional sales copy
- [ ] 5. None of my content is plagiarized or paraphrased
- [ ] 6. My content has been professionally proof read
- [ ] 7. I have consulted with a content strategist
- [ ] 8. I am using professional images or custom graphics
- [ ] 9. My logo is up-to-date and compatible with the web
- [ ] 10. I have a long-term content marketing strategy

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