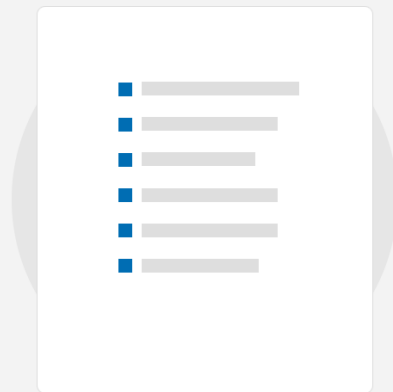


# The Ultimate Website Content Checklist 2018 – for business owners

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