

PR FRIENDLY WEBSITE CHECKLIST

PRODUCT

CHECKLIST

- DO YOU KNOW WHAT THE END GOAL IS?
- IS YOUR PRODUCT EASILY FOUND?
- DO YOU KNOW WHAT YOU ARE SELLING?

SALES SYSTEM

CHECKLIST

- DO YOU HAVE AN EMAIL LIST?
- DO YOU HAVE A FB GROUP?
- DO YOU HAVE AN OPT-IN?

CONTENT

CHECKLIST

- ARE YOU CONSISTENT?
- IS YOUR CONTENT EASILY ACCESSIBLE?
- IS IT BINGEWORTHY?

PR FRIENDLY WEBSITE CHECKLIST

BIO

CHECKLIST

- DO YOU HAVE AN ABOUT PAGE?
- DOES YOUR BIO ESTABLISH AUTHORITY?

PRESS

CHECKLIST

- DO YOU HAVE A PRESS PAGE?
- DO YOU HAVE PRESS LOGOS?
- IS IT EASY TO CONTACT YOU?

CONTACT

CHECKLIST

- DO YOU HAVE A MEDIA KIT?
- DO YOU HAVE PHOTOS?
- DO YOU HAVE A FORM?