Fast 5: "To Do" Checklist for Improving Your Website Today

☐ List your location

Your location should:
- Be front and center
- Be found on your "contact" and "about" pages
- Use local nicknames and acronyms

☐ Define what you do

Remember to:
- Write in terms of what you provide your clients
- Use keywords potential clients are searching for

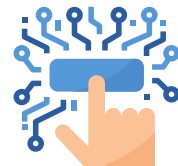## ☐ Remove dead links

Broken links:
- Are bad for SEO
- Make you look unprofessional
- Create distrust

☐ Have a clear call-to-action (CTA)

Remember to:
- Make your main CTA the most obvious
- Give the visitor something they can do immediately
- Provide a wishlist

☐ Give them a way to reach you

Make sure that:
- Your email and phone number are on every page
- You provide contact info in a logical area (like the header or footer)

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