



Website & UX Checklist for Solopreneurs

"Built for humans. Backed by data. Optimised for action."

Purpose of This Checklist

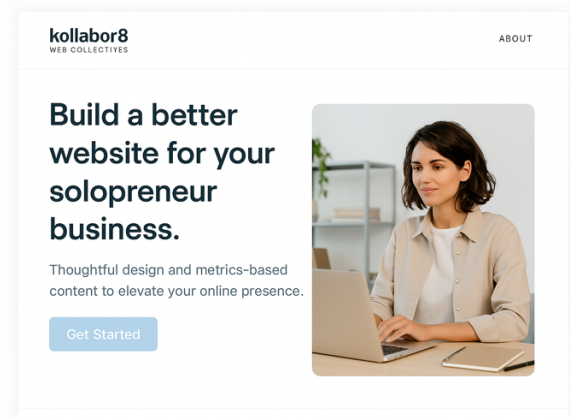
This checklist is designed for solopreneurs who want a smarter, clearer, and more effective website—without having to become a web designer or SEO expert.

If you've ever thought,

*"I have a website... but I don't know if it's doing anything,"
this is for you.*

We'll walk you through the key elements that impact your visitors' experience, build trust, and gently guide them toward working with you. Every item is practical, constructive, and based on real data—no jargon, no overwhelm. Just quick wins, deeper impact, and a way to finally feel confident your site is pulling its weight.

Hero Section Clarity (First Impressions)



Can a total stranger answer these within 5 seconds?

- [] Who you are - Identity
- [] What you do - Purpose
- [] Who you help – Target Market
- [] Why you're different - Uniqueness
- [] What action to take next – CTA (Call to Action)

Mobile-First UX (It's How They Find You)



Over 60% of your visitors are on mobile. Let's make sure it's slick.

- [] No horizontal scrolling
- [] Tap targets (buttons, links) are big enough
- [] Fonts readable (16px+ body, 24px+ headers)
- [] Sticky nav doesn't hide content
- [] Images are compressed for mobile (check via Squoosh)
- [] Menu collapses into hamburger cleanly
- [] Touch gestures work (no weird overlays)
- [] Quick loading time (<3 seconds on 4G)

Test: Try your site on three mobile sizes: iPhone SE, standard Android, and iPad Mini.

Navigation Simplicity **(Guide Me, Don't Confuse Me)**



Help people know where to go—and what not to miss.

- [] 5 core nav items max
- [] Logical order: Home → Services → About → Blog → Contact
- [] Clear labels (“How I Help” > “Services”)
- [] Sticky nav bar on scroll
- [] Highlight active page in nav
- [] Footer has sitemap, socials & contact
- [] No broken or dead links (check via Broken Link Checker)
- [] A subtle “back to top” or floating contact CTA

Service Page That Sells **(Without Sleaze)**

<< Insert Image >>

Make it easy for Sarah to say “Yes, this is for me.”

- [] Service name & summary above the fold
- [] Who it's for (call out their current struggle)
- [] What's included (in bullet points, not walls of text)
- [] Timeline & delivery method
- [] Transparent pricing or price cue (“Starting at \$X”)
- [] CTA button near top and again at the bottom

Metric Tip: Use GA4 to track time spent on services page vs bounce rate.

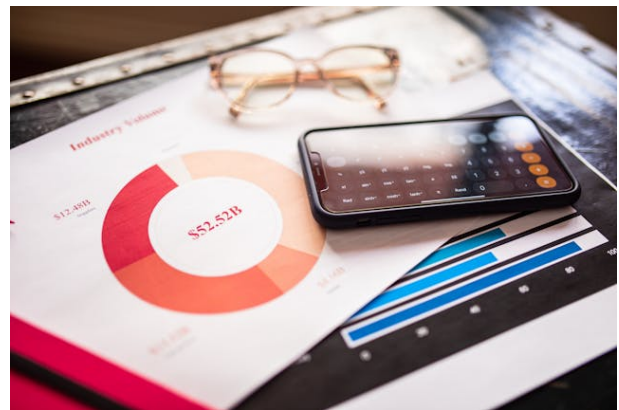
Trust Builders **(Social Proof W/out Bragging)**

Sarah needs to see that someone like her has succeeded with you.

- [] At least 3 testimonials with names/photos
- [] Client logos if applicable
- [] “As seen in” or affiliation badges (subtle = best)
- [] Personal story: Why you do what you do
- [] Before/after screenshots or stats
- [] Small mention of how many clients served
- [] Embedded reviews (Google, Facebook)
- [] Case study or link to real-world results

Pro Tip: Add “Updated for 2025” to show freshness.

SEO Basics **(Organic Visibility Wins)**



These quiet optimisations help Sarah get found—without ads.

- [] Each page has a unique meta title (under 60 characters)
- [] Meta descriptions are click-worthy & human-written
- [] H1-H3 headings used logically
- [] One keyword focus per page (but no stuffing)
- [] Alt text describes the image use, not just keywords
- [] Schema markup on contact/service pages (use TechnicalSEO)
- [] Optimised slugs (e.g. /seo-audit-sunshine-coast > /page-1)
- [] Blog posts internally link to related content

Site Speed + Technical Health

Performance affects both UX and SEO. Here's your mini audit:

- [] GTMetrix score above B
- [] PageSpeed score > 80 (desktop)
- [] Time to First Byte under 500ms
- [] No giant images (>300kb unless banner)
- [] Lazy loading enabled for below-fold images
- [] JS/CSS not blocking above-fold content
- [] HTTPS installed + auto-renewing SSL

Site hosted on reliable server (bonus for Aussie servers if local traffic)

***Clarity first,
conversion second.
Let's make your site
feel as good as you.***

Special Offer

Done-For-You Add-On:
We'll Do It For You in 7 Days

✓ What we'll do (GBP, keywords, web fixes)

 Timeline + deliverables

\$397

 Call us – 0474 353 882