

## YOUR WEBSITE (SET UP) CHECKLIST

- Website has a **homepage** that's separate from your blog

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- Homepage **introduces people to your company** and gives people a taste of what your site is about

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- Site features an **email-opt in** on the sidebar so you can start building your email list

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- Have an **About page** with info about you and your team

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- Photo** on your About page

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- Have a **Contact page** with a way for people to reach you AND your local address (*important for SEO*).

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- Have a **Blog page** set up (*optional*) - don't set this up until you are ready to post regularly, at least once per month at a minimum

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- Blog includes ways to **share the posts on social media**

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- Updated the **blog headline** (*under general settings in Wordpress*) to include a description of your company and your local area

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