

## *Website Checklist for B2B Professional Services Businesses*

When someone wants to know about you and your products or services, the first place they will look is your website. Therefore, you need to ensure that your website is working for you, by driving sales and helping to convince prospects that your service or product is the right one for them.

Obviously, not all websites will contain every feature, but here's a checklist of some things that should be considered when maintaining a website:

### **Does your homepage clearly explain what your business does and who your target market is?**

- The products and services you provide
- The types of businesses or institutions you serve
- What size businesses you target
- The locations in which you serve – local, state, country, international

### **Is it easy for your visitors to navigate through your website?**

- Are your menus and navigation buttons easy to find and use?
- Do you have a working "Search" tool?
- Do all your links work?

To read the remaining of this document, please download the full copy at  
<http://www.marketease.com.au/lp/website-checklist.html>