The Specialist Firm Website Checklist

8 things a buyer should find on your website before they call

- [ ] **1.** Does the first screen say who you serve and what you help them do?
- [ ] **2.** Is every service on one page, each with a short, plain description?
- [ ] **3.** Is your way of working explained in a few steps a buyer could repeat to their boss?
- [ ] **4.** Does every testimonial show a real name, job title and organization?
- [ ] **5.** Do you show the kinds of clients you serve, even if you can't name them?
- [ ] **6.** Can visitors see the people behind the firm, with photos and short bios?
- [ ] **7.** Is there one clear next step on every page, worded the same way?
- [ ] **8.** Can a buyer reach you by phone or email without filling out a form?

How to use it

Open your homepage on your phone and check each box you can see in under a minute. Every empty box is a reason a good-fit buyer might leave without calling.