WEBSITE DESIGN CHECKLIST

BRANDING & DESIGN

- [ ] Keep your visual branding consistent
- [ ] Colors, fonts, logo
- [ ] High-quality images & video
- [ ] Have white space

WEBSITE HEADER

- [ ] Logo
- [ ] Simple Navigation
- [ ] Primary Call-to-Action button

HERO / ABOVE THE FOLD

- [ ] Show info so customers see they're in the right place right away.
- [ ] Large picture of your farm/product
- [ ] Slogan or tagline - Location
- [ ] Primary Call-to-Action button

YOUR MESSAGE

- [ ] Positioning Statement
- [ ] About
- [ ] Product highlights (or categories)
- [ ] How they buy or get the products
- [ ] Customer Testimonials

PAGES

- [ ] Homepage
- [ ] About
- [ ] Contact
- [ ] Product info -or- Shop
- [ ] Blog

EXTRAS

- [ ] Newsletter Signup
- [ ] Instagram
- [ ] Optimize for desktop & mobile
- [ ] SEO basics
- [ ] Update quarterly