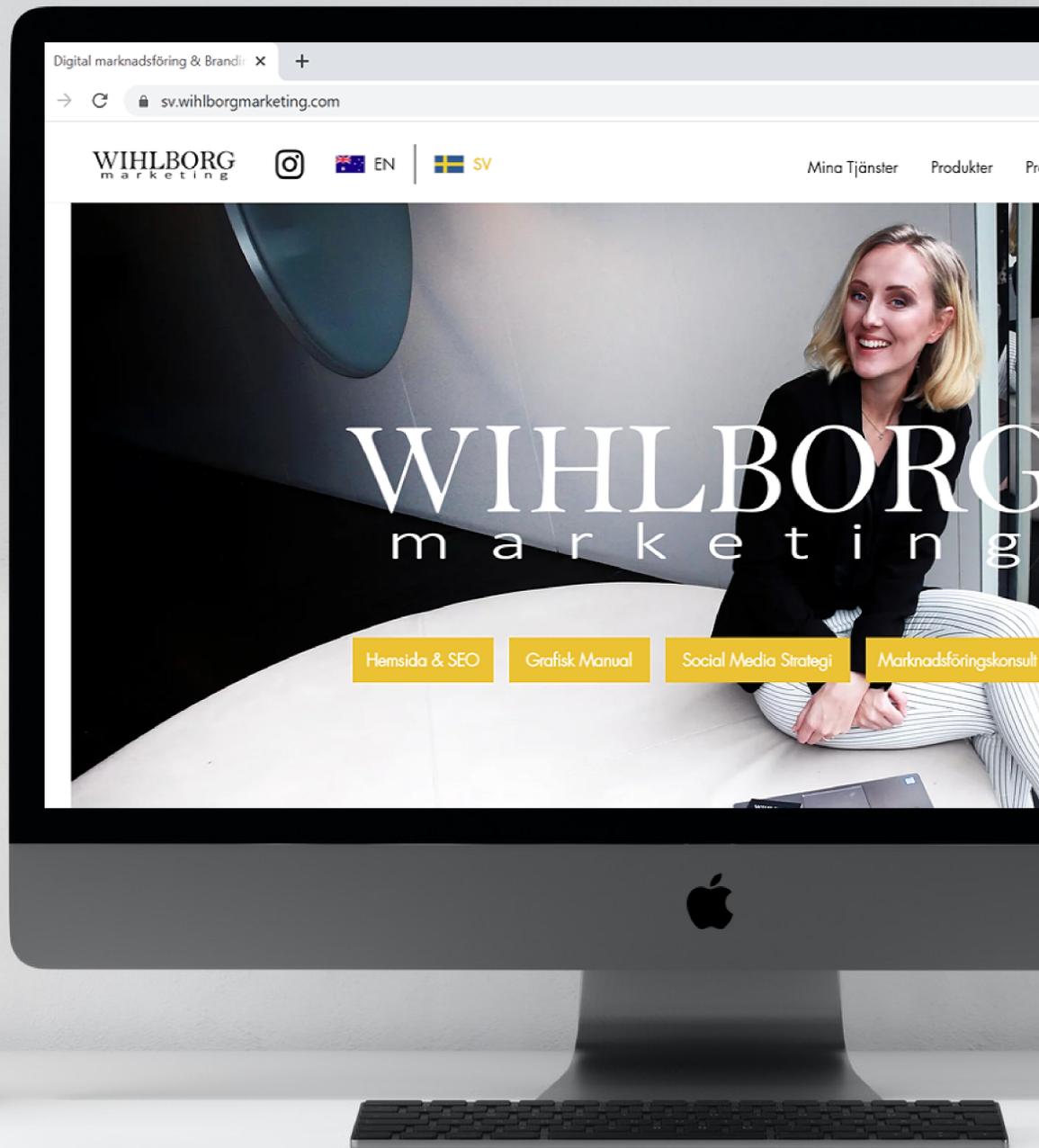
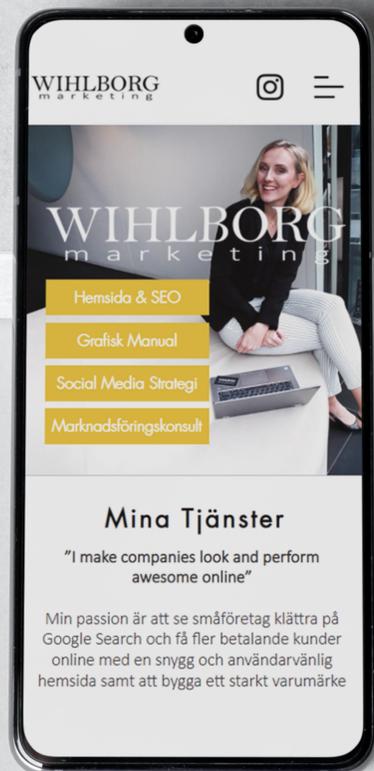


# Checklist for a high performing website





# Wihlborg marketing

MAKE YOU LOOK AND PERFORM AWESOME ONLINE!

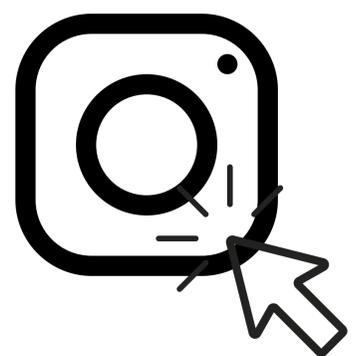
Wihlborg marketing is your full service marketing agency that delivers high quality with personal service. As a full service agency I offer services as strategies and managing in social media, branding, SEO, web design, ads, campaign, e-mail marketing and graphic design etc.

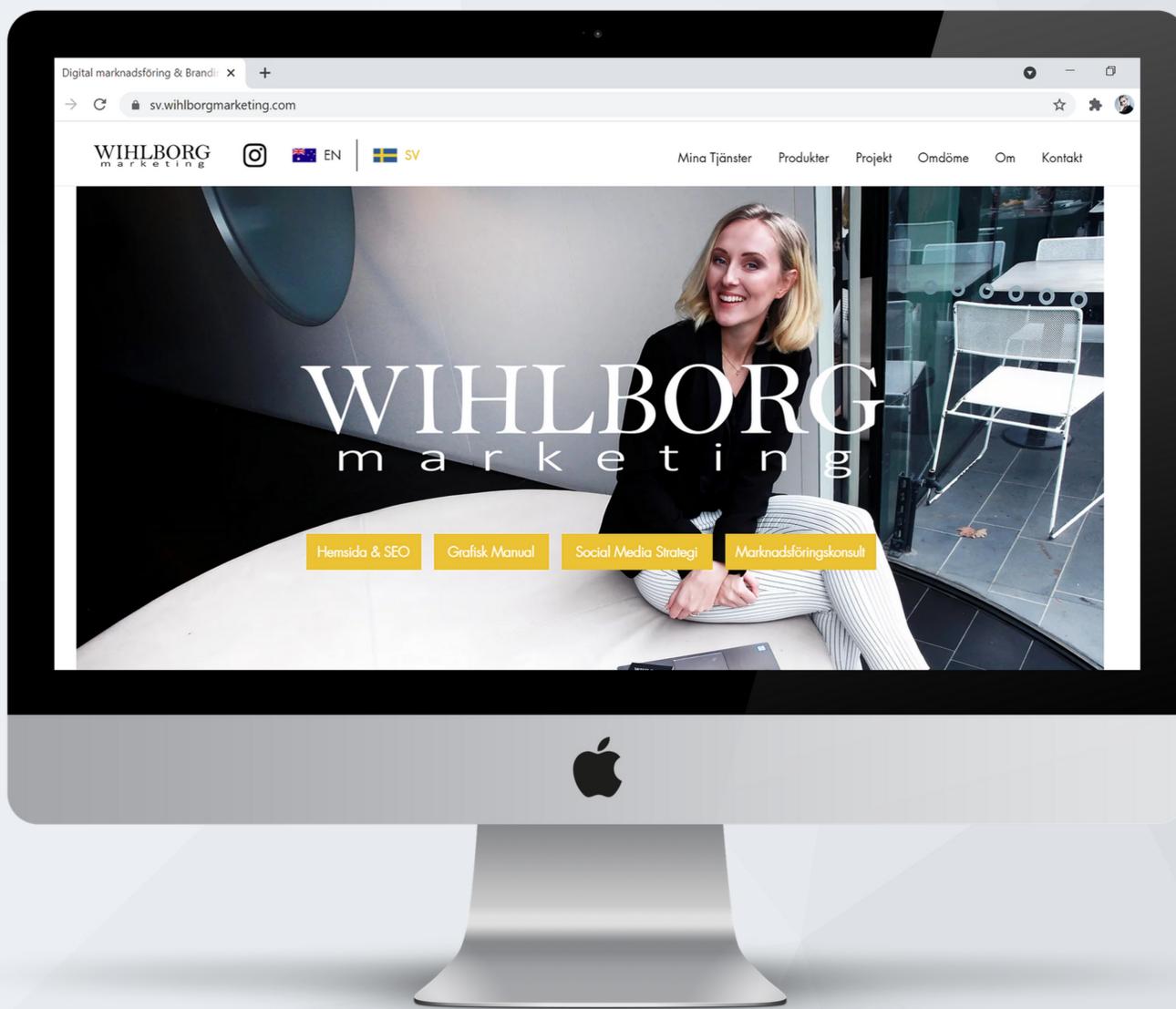
My vision and goal is to make you look and perform awesome online!

Visit my website to read more on how I can help you achieve your dreams.

Do you want free tips & expert insights in Marketing and Branding?

Follow Wihlborg marketing on Instagram to stay updated and learn more about how you can increase your revenue.



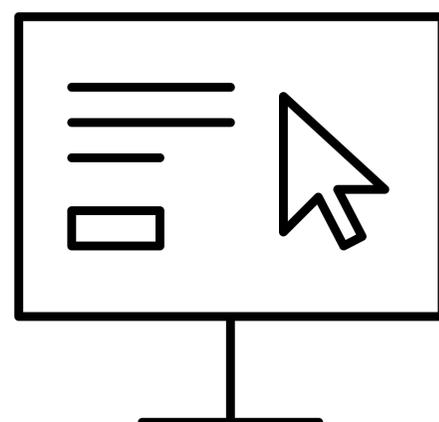


# Checklist for a high performing website

To prevent people from leaving your website due to bad user experience make sure your website checks all bullet points below.

If you find yourself in need of an upgrade, don't hesitate to contact Wihlborg marketing to turn your website into an online success.

Contact me



1

Is the instant feeling and vibe when people come onto your website aligned with your brand?

Ask 5 of your friends/family/colleagues to describe the feeling and vibes they get the second they visit your website with 3 words.

Do your visitors perceive you as you wish?

This is important as you will soon get the tools to drive relevant traffic to your website and you want your branding to be correct.

2

Is it clear what you are offering?

Can your visitors see/hear what you are offering during the first 2 seconds once they enter your website? They shouldn't have to scroll to find this basic information.

3

Is everything in the right order?

Your visitors want what they want WHEN they want it. You need to predict what your target group is looking for and more importantly when they are looking for it. Your website should have a structure as a natural customer journey with shortcuts to prevent your visitors from having to scroll.

4

Is your website designed to make sales/bookings?

Do you present your products/services in an exciting way? Ask 5 people to trial the online experience of your website. Do they want to buy from you?

5

Does it encourage people to visit your company on other channels?  
You want your visitors to be able to explore and get to know your business and brand and if they don't get impressed by your website, they might relate to your business on another channel of yours.

6

Is your website fast?

You will lose 90%, if not more, of your online visitors if your website is slow. People today don't have time to wait, they want everything in an instant.

7

Is your website safe?

Is your website connected to https? It is crucial that your visitors are greeted by the lock in front of the URL so they feel safe visiting your company online.

8

Is your website designed to fit all screens?

Your website needs to look amazing and be user-friendly for mobile, iPads and desktops. User-friendly is one word for all bullet points mentioned above. Does your website provide everything above on ALL SCREENS?

What is your score?

\_\_\_/8

# SEO



## Is anybody finding your website?

The next step is to get people to find your website and there are a lot of different ways to do that; ads, campaigns, collaborations and branding etc.

### SEO, Search Engine Optimisation,

is another important way of driving traffic to your website. Let's check if the SEO works on your website today?

1. Go onto Google
2. Search for your service/products together with your location, if you have one. Example: Spa Stockholm.
3. Search for your service/products together with your speciality.  
Example: Spa, facial treatment
4. Is your business anywhere to be seen on Google? What page are you on?

Ask yourself, how many people look at page 2 or page 3?

**If you are not happy with your placement today, contact Wihlborg marketing today and optimise your website for a higher rank on Google.**

Contact me

# Once your website is optimised, do you know how to drive traffic to it and build your brand?

Learn exactly how to drive traffic to your website and build a strong brand online with

## The Complete Digital Strategy



Are you tired of spending time and money on investments that do not pay off? Then The Complete Digital Strategy is for you!

The Complete Digital Strategy is a marketing and branding strategy that will teach you how to turn your business into an online success! The 67-page framework will teach you exactly HOW and WHAT you need to do in order to increase the amount of customers, sales and strengthen your brand online.

The strategy is applicable on all companies regardless of; size, industry and previous marketing knowledge. The strategy is based on proven expertise and will give you the confidence and skills to market your business like a boss!

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[Learn more about The Strategy](#)