
CEO TRANSFORMATION TECHNOLOGIES LLC

WEBSITE READINESS CHECKLIST™

Prepare the offer, content and systems before design starts.

FREE CEO RESOURCE

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CEO Resource Center™

BUILD THE WEBSITE AFTER YOU BUILD THE MESSAGE.

A beautiful website can still be a dead end. I want to know what the visitor should understand in the first few seconds, what action they should take next, and where their information goes after they click. Design matters. The customer journey matters more.

PRETTY AND FUNCTIONAL

If the site says "Book now," the booking flow should work. If it offers a free resource, delivery should be clear. If it collects leads, somebody needs to know where those leads land and how follow-up happens. The website should be connected to the business behind it.

BRAND ASSETS

- ☐ Final business name and tagline.
- ☐ Logo files.
- ☐ Brand colors.
- ☐ Preferred fonts/style direction.
- ☐ Professional photos.
- ☐ Domain name.
- ☐ Professional business email.

PAGE CONTENT

- ☐ Homepage headline and core message.
- ☐ About/founder biography.
- ☐ Service descriptions.
- ☐ Product names and prices.
- ☐ FAQs.
- ☐ Testimonials/results with permission.
- ☐ Contact information.

SALES & CONVERSION

- ☐ Primary call to action.
- ☐ Lead magnet/free resource.
- ☐ Booking/scheduling process.
- ☐ Payment processor.
- ☐ Email capture and follow-up plan.
- ☐ Product delivery method.
- ☐ Upsell/cross-sell plan.

TECHNICAL & LEGAL

- ☐ Mobile-first requirements.
- ☐ Analytics plan.
- ☐ Basic SEO titles/descriptions.
- ☐ Privacy policy.
- ☐ Terms and conditions.
- ☐ Refund/cancellation policy.
- ☐ Funding/earnings disclaimers where relevant.
- ☐ Accessibility and cookie requirements reviewed.

WEBSITE BUILD BRIEF

The #1 action I want visitors to take is:

My ideal customer is:

The biggest problem I solve is:

My flagship offer is:

The proof or trust elements I have are:

My launch target is:

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