

Design

Checklist

General

- Make sure your logo is clear and well-designed
- Use high-quality images and avoid stock photos
- Display your phone number prominently at the top of the page
- Place CTAs in visible areas, such as above the fold and end of sections
- Use action-oriented language like "Call Now," "Get a Quote,"
- Include unique selling points that differentiate you from competitors
- Highlight customer testimonials and case studies

Speed

- Use a reliable hosting service for optimal site speed
- Minimize the use of heavy scripts and plugins
- Convert images to webp and optimize media to reduce load times