2021

Business Website Checklist Framework

3 Step Strategy For How To Sell Products And Services Online!

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Master of Engineering Technology

Business Website Checklist
3 Step Strategy

Business Website Checklist Scope Questions

Business Website Checklist Build Step

Business Website Checklist Content Step

Scope Questions

Industry

Number of Products and Services

Target Audience matthewb.id.au/customers/
- *Pain Points*
- *Mistakes*
- *Questions*
- *Desires*
- *Goals*

Keywords matthewb.id.au/keywords/
- *Keywords used by your ideal customer*
- *Keywords used in your competitors content*
- *Keywords for your value proposition*
- *3.5 Billion Internet Searches per day on Google*

Desired Domain Name
- *yourbusiness.com*
- *yourbusiness.org*
- *yourbusiness.biz*
- *...*

Build Step

Buy the website domain name and hosting
matthewb.id.au/website-hosting/
Install WordPress, theme, logo...

Web Page names: Home, About, Privacy, Shopping, Contact...

Menu Creation

Plugins for: eCommerce, Payments, Contact Form, SEO...

Point Domain to WordPress installation

Setup the SSL certificate for https secure communications

Setup Google Webmaster Tools and Google Analytics

Content Step

Web Pages with Keyword Content for Customer Journey
matthewb.id.au/journey/

- Awareness
- Interest
- Consideration
- Evaluation
- Purchase
- Retention

Web Page Graphics

- Optimised for Web page use
- With descriptions

Product Pages

- Copywriting for sales

Services Pages

- Copywriting for sales

About Matthew Bulat

Helping business owners create customer flow into your business.

Education:
- Master of Engineering Technology
- SEMrush certifications
- Google Analytics certification

Work History:
- 20+ years with website content
- Over 500 web pages indexed with Google

Awards, Titles, and Designations:
- Runs a million users+ per year website matthewb.id.au
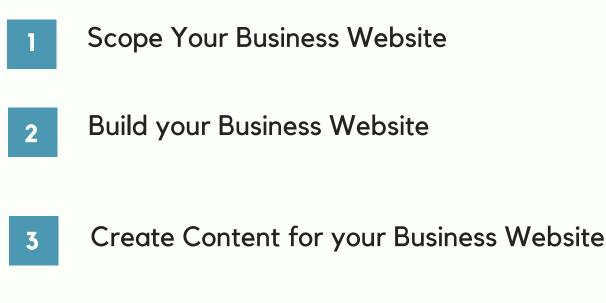
Other Info:
- University lecturer and tutor for website development

- Ranking top 3 for over 250 keyword phrases

- Overcome Google algorithm changes such as mobile responsive, https security, page speed

When you want to create a popular customer flow to your business with keywords, don't mess around with anyone but the best at keyword research.

Time to Implement The Business Website Checklist Framework

1 Scope Your Business Website

2 Build your Business Website

3 Create Content for your Business Website

YES! I'm Ready To Sell Products And Services Online

matthewb.id.au/contact/

HTTPS://WWW.MATTHEWB.ID.AU/
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