



# Brand & Conversion Checklist

Unblock your brand's potential.  
Build big digital energy.

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roast**○

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# Brand Clarity

**Make sure your brand communicates *what you do, who it's for, and why it matters*—fast.**

- Your homepage headline clearly states the value you provide
  - Your brand voice is consistent across website, ads, and social
  - Your offer is specific, relevant, and clearly communicated
  - You know your top 3 competitors — and how you're different
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# Design That Drives

**Good design doesn't just look nice — it builds trust and directs action.**

- Your website design matches your brand's personality and audience
- Each page has a clear visual hierarchy (headline, subhead, CTA)
- Your mobile experience is as strong as your desktop
- Brand colors, fonts, and assets are used consistently



# SEO Setup Essentials

**Be discoverable — to people who are already looking for you.**

- Keyword-optimized H1s and meta descriptions
  - Google Analytics and Google Search Console are set up
  - Blog posts target high-intent keywords your audience is actually searching
  - Competitor keyword performance is reviewed quarterly
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# Conversion-Ready Marketing

**It's not *just* about traffic — it's about action.**

- Each landing page has *one* clear call to action
- You're A/B testing copy, CTAs, or visuals regularly
- Google Ad campaigns are targeting the right search intent
- Email marketing is nurturing leads, not just checking a box

# Pro Tip

If you check fewer than 75% of these boxes — you're leaving money on the table.

If you're ready to fix that, let's talk.

**Book Your Free Consult →**

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