

**HOMEPAGE:**

* Compelling and relevant image?
* Message that resonates with target clientele?
* Call To Action for a Lead Magnet?

**SITE DETAILS:**

* Who are you?
  + Professional picture
  + Compelling bio
* What do you do?
  + General description of services
  + Details about services provided
  + Client service calendar of ongoing services?
* Who do you do it for?
  + Clear identifier of who you work with?
  + Clear delineation of who you do *not* work with?
  + Are minimums/requirements articulated?
* What does it cost?
  + Pricing (or reasonable price ranges) for services shown?

**VISITOR ENGAGEMENT:**

* Financial Advisor Blog
* Videos to explain what you do and showcase your expertise
* Additional tools visitors can use to engage?

**LEAD MAGNET AND CALL-TO-ACTION:**

* Crafted a unique lead magnet? (White paper, e-book, etc.?)
* Have a visible Call-To-Action to invite people to sign up?
* Installed/configured Google Analytics to measure the conversion rate of the goal?
* Configured regular blog updates or other content to be periodically emailed out to your growing mailing list?