

Ten Things Your Website Needs

1. Visual Appeal
 - a. Clean, Not Too Busy
 - b. Consistent Type Faces
 - c. Complimentary Colors
2. Intelligent Layout
 - a. Important Content Above the Fold
 - b. Follows Readers' Natural Pattern
3. Pages
 - a. Home - A Digest of Your Site with a Prominent Call to Action
 - b. About - Include Professional Credentials and Personal Information
 - c. Products and/or Services - Define Your Deliverables
 - d. News: Update Regularly
 - e. Testimonials: Results Oriented
 - f. Contact: Address, Phone, Email, Form
4. Hierarchical Menu Structure
 - a. Horizontal Drop Down Menus
 - b. Menus Repeated in Footer
5. Content
 - a. Usable information.
 - b. Limited "fluff."
 - c. Calls to action.
6. Search Box
7. Subscription Solution
 - a. Email Marketing
 - b. RSS
8. XML Sitemap
9. Mobile Compatibility
 - a. Responsive Theme
 - b. Conditional Loads
 - c. Theme Switcher
 - i. WP Mobile Detector
 - ii. WPTouch
10. Social Media Share Buttons

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Check out my website at teammomentum.net!