

Client Winning Websites & Blogs

Launch well. Get known. Attract fans.

TRACK-YOUR-PROGRESS CHECKLIST MODULE 2 – YOUR ESSENTIAL BACK PAGES

Complete these tasks before your web designer begins work on your site:

Done ✓	Task	Notes
	Download and read through the Learning Guide for Module 2 – Your Essential Back Pages . Also, download the About Page Guidelines and Services Page Guidelines .	
	Write your Ideal Client Profile, which is based on an amalgam of several people you've met in your target market.	
	Read the section in your learning guide – Your About Page. View the video Examples of About Pages online.	
	Take ½ hour or so to write your About page. Use the About Page Guidelines . Employ all 5 Effortless Writing & 2 Easy Editing Tips : • <i>Get Off the Blank Page</i> • <i>Write Like You Speak (and to One Person)</i> • <i>Put the Spotlight on Them</i> • <i>Use Questions Artfully</i> • <i>Give the Inner Critic a Vacation</i>	
	Take ½ hour or so to read your About page out loud to yourself and make improvements. Spell-check it. Then have someone proof it. Make those corrections and move on!	
	Read the section in your learning guide – Your Services Page. View the video Examples of Services Pages online.	
	Work through the 11 numbered questions in the Services Page Guidelines . Write down your answers in a Word document.	
	Take ½ hour or so to write each of your Services pages. Start with your text from the previous Task. Employ all the Writing & Editing Tips : • <i>Get Off the Blank Page</i> • <i>Write Like You Speak (and to One Person)</i> • <i>Put the Spotlight on Them</i> • <i>Use Questions Artfully</i> • <i>Give the Inner Critic a Vacation</i>	
	Take ½ hour or so to read each of your Services pages out loud to yourself and make improvements. Spell-check it. Then have someone proof it. Make those corrections and move on!	

Client Winning Websites & Blogs

Launch well. Get known. Attract fans.

TRACK-YOUR-PROGRESS CHECKLIST MODULE 2 – YOUR ESSENTIAL BACK PAGES

	Read the section in your learning guide — Your Contact Page. View the video <i>Examples of Contact Pages</i> online.	
	Write your Contact page. Use the guidelines provided in the Your Contact Page section of your learning guide.	
	Read your Contact page out loud to yourself, make improvements, spell-check it, and have someone proof it. Make those corrections and move on!	
	Decide whether you want to create any other back pages at this time. If so, write and edit them using the same process as above.	
	Decide the titles you want to use for all of your back pages on your navigational bar buttons. Write these down for your web designer.	

Remember, it's critical to complete most of the tasks and to write most of the content for your site *before* your designer begins work (unless they are creating a logo/logotype for you). This means all of the tasks for Modules 1 & 2 and most of the tasks for Module 3 should be completed *first*.