

Alignment Checklist

Use this checklist whenever your business has evolved, before you grow, update your website, or rethink your online presence.

Anything left unticked usually points to small gaps in clarity or trust, the kind that quietly slow things down over time.

Messaging Clarity

- Within 5 seconds, it's clear what I do and who it's for.
- The language feels direct, natural, and easy to understand, no jargon or vague positioning.

Audience Fit

- The visuals match the taste and expectations of my ideal clients.
- Nothing feels too casual, too stiff, or out of date for where the business is now.

Trust Signals

- The design feels calm, consistent, and confident throughout.
- Images, fonts, spacing, and colours feel intentional, not random or mismatched.

Structure & Flow

- Visitors immediately understand where to go next.
- Navigation is simple, and every section has a clear purpose.
- Key information appears early and guides visitors toward a clear next step.

Alignment

- The website reflects the current level of my business.
- The website actively supports the business, rather than just existing.
- Nothing feels outdated or like an earlier version of who we are.
- The overall look and message align with where the business is heading next.

Future Readiness

- The website can support growth, new offers, or services.
- The structure and design still make sense as the business scales.
- I'd feel confident building future marketing around this website.

