3 Experts, One Mission: Build a Website That Converts
with Ebony Looney, Deb Mitchell, and Nicole Heymer
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Your High-Performance Website Checklist

Your website is your digital calling card. Use this checklist, inspired by our expert panel, to audit your site and make sure it's built to attract and convert your ideal clients.

Part 1: Website Strategy & Design

Luxury Experience: Does my website feel as upscale and considered as the services I offer?

Trust Signals: Is my site professional and polished, with no broken links, slow-loading pages, or typos?

Visual Foundation: Does the design use a clean grid, ample white space, and timeless fonts to create a subconscious feeling of quality and calm?

Modern Aesthetic: Does my site reflect current luxury branding trends, or does it feel dated?

Clear Goal: Do I have a clear understanding of who my website is for and what action I want them to take?

Part 2: Brand Messaging & Copywriting

Consistency: Is my brand voice and core message consistent across every single page, from the homepage to the contact form?

Show, Don't Tell: Does my copy demonstrate my brand personality (e.g., humor, sophistication, warmth) rather than just stating it (e.g., "I'm fun to work with")?

Ideal Client Signals: Do my testimonials and project stories reflect the mindset and priorities of the clients I want to attract? (i.e., remove mentions of "tight budgets" if you're targeting luxury clients).

Clarity over cleverness: Is my message easy to understand, or could it be confusing to a potential client?

Hierarchy: Is the most important information presented first to capture attention immediately?

Part 3: SEO Fundamentals

Client Language: Does my website copy (especially on my services page and blog) use the exact words and phrases my ideal clients use when they describe their problems?

Content Strategy: Am I regularly adding valuable content (like blog posts) that answers my ideal client's questions and signals my expertise to Google?

Technical Basics: Are the technical elements in place? (e.g., Are my images optimized with descriptive alt tags? Are my pages using proper H1/H2 headings?)

Clear Call to Action (CTA): Does every page and blog post guide the visitor on what to do next (e.g., "Book a Discovery Call," "Download Our Guide")?

Vetted Experts: If I'm hiring for SEO, have I confirmed they have experience and success stories within the interior design industry? Have I rejected any "quick fix" promises?