



## CHECKLIST: MAKING YOUR USERS FEEL SPECIAL

✓	Download and print this checklist
	Strategize ways to add value for visitors in exchange for email addresses
	Prepare related unique content to send to those email addresses
	List information we'd like to gather from current visitors
	Create a survey of those questions, email to users or put on site
	Set up feedback gathering tool on website
	Reach out to users about user testing
	Conduct at least 3 user testing interviews
	Decide what goals are important to track on website
	Set up event tracking on website to track goals
	Create user personas
	Theorize testable ways to improve site content
	Run A/B tests to test those areas
	Set up heat mapping to see where people are struggling
	List out possible free value-adds visitors would benefit from
	Create those value-adds
	Identify main competitors to website
	Track these main competitors, identify similarities & differences

If you need any help with the above, or are interested in more ways to connect with your site's visitors, let's talk about it! Contact us at [hello@fairheadcreative.com](mailto:hello@fairheadcreative.com) or visit [fairheadcreative.com](http://fairheadcreative.com)