

# 11 s to a WORLD CLASS WEBSITE

- ☐ Mobile optimization
- ☐ Animation (but don't go crazy)
- ☐ Easy-to-use, intuitive navigation
- ☐ Smooth flow that tells a story on the home page
- ☐ Search engine optimization
- ☐ High quality compressed images
- ☐ Fast load speed
- ☐ Clear messaging
- ☐ Accessible contact information
- ☐ About page with headshots and a good story
- ☐ Compelling CTAs (calls to action)

Notes

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**Parrot Digital**