Checklist

1. Website’s goal is defined / check

2. Wording is clear and crisp / check

3. Adherence to Web Conventions /check

4. Social proof to create trust / uncheck

5. High-quality and authentic media / uncheck

6. Compelling first impression / uncheck

7. Mobile version is flawless / check

8. Website is accessible / check

9. Get feedback on the website / check