



Checklist for a **Marketing Agency Website**

*A concept is far more than a website template. It is a structure of your future site based on deep niche analysis and research. **Marketing Agency Website Concept** includes maximum blocks and pages you may need. Just remove unnecessary items, customize content, and your site is ready to go online!*

HERE WE OUTLINED **MUST-HAVE ITEMS, **NICE-TO-HAVE ITEMS** AND **OTHER IDEAS**.**

MUST-HAVE ITEMS are the most important pages and blocks that your website must include for effective work. Referring to the analysis, we attribute blocks as “must-have” in case we met them on more than 75% of niche sites.

NICE-TO-HAVE ITEMS are the blocks and pages found on more than 40% of websites. These elements will help to gain the trust of your visitors, prove your expertise and generate demand for your services.

OTHER IDEAS contain items that are rare for advertising, PR or marketing agency websites. You could apply these ideas to make your online presence more attractive and stand out from an array of competitors.

IN THIS CHECKLIST, YOU CAN FIND:

- must-have, nice-to-have blocks and other ideas for the main page;
- must-have pages that are essential for advertising, PR or marketing agency website;
- nice-to-have items and other ideas that can be implemented as blocks or separate pages;
- other ideas that can help you differentiate yourself from the competition;
- technical pages that ensure your website’s effective work.

Main page

Must-have items for the main page



SERVICES

According to the statistics, 86% of clients would like to see services on the main page of agency website. Indicate your practice areas to demonstrate visitors that you provide services they are looking for.



ABOUT US (WE ARE PULSE)

According to the recent research, 52% of visitors check 'about' information on the main page of agency website. Present key takeaways about your business to make a proper first impression.

CONTACTS



Use contacts such as phone number, email, social buttons, and office address with a map to help users reach your company in the easiest and fastest way. Also, it will be a great idea to add here your working hours especially if you do not process the requests 24/7.

Nice-to-have items for the main page

TELL MORE ABOUT YOUR BUSINESS

OUR INDUSTRIES (WE PROVIDE SOLUTIONS FOR)



Outline the industries and areas you serve to show visitors that they landed on the right site and would find the best solution for their business. For example, here you may indicate that you specialize in B2B, B2C, E-commerce, or startup promotion.



CASE STUDIES / FEATURED PROJECTS

Highlight the most interesting case studies and projects by explaining methods and approaches you implemented to reach the remarkable results. It will be also nice to add information about specialists responsible for each type of projects, awards, and CTA to encourage visitors to send you a request.



TEAM (MANAGEMENT)

Your prospects would like to know who stands behind your business. Introduce the headliners of your agency to "humanize" your website and demonstrate that you are a team of experts.

EMPHASIZE THE QUALITY OF YOUR PRODUCTS



TESTIMONIALS (OUR CLIENTS SAY)

Testimonials are one of the most effective tools to build trust with prospects. 27% of visitors expect to see reviews of on the main page of the website. Prove high quality of services with the grateful words of your clients.

☐ **CLIENTS (BRANDS WE'VE MOVED FORWARD)**

Attract new clients by listing names of the companies or individuals that have already benefited from cooperation with you.

☐ **ACHIEVEMENTS**

Mention your achievements to prove that your agency has already reached significant results. It will help to build more trust with new clients and demonstrate that you deliver high-quality services.

☐ **HOW WE WORK (HOW WE POWER UP YOUR BRAND)**

Increase credibility with your visitors by showcasing all aspects of the working process. This will help your prospects to make a well-informed decision before submitting a request.

☐ **INDUSTRY AWARDS**

Awards are a strong trust factor that proves the quality and creative approach of your work. Prove that your services are highly estimated by independent organizations and professional associations by adding industry awards to the main page.

INTERACT WITH YOUR AUDIENCE

☐ **LEAD CAPTURE FORM**

Generate leads directly on the main page by offering visitors something they cannot resist to exchange for their contacts (e.g. ebooks, market research, tips, reports, etc.)

☐ **NEWS /FEATURED ON**

Give your company a voice! Share publications about your agency and demonstrate that the company is publicly active and generates news hooks.

☐ **BLOG**

Do not forget to feature the most interesting articles from your blog on the main page if you have it. It will help you involve visitors in reading your content and build the image of area expert.

☐ **SOCIAL FEEDS**

Encourage your visitors to follow you on social media! If you have an active Twitter, Facebook, LinkedIn or other profiles where you share some insider information, add social feeds to the main page.

Other ideas for the main page

☐ **VIDEOS**

Encourage your visitors to follow you on social media! If you have an active Twitter, Facebook, LinkedIn or other profiles where you share some insider information, add social feeds to the main page.

☐ **CAREERS**

Add career opportunities to the main the page if your company is constantly growing and hiring new talents is a critical process for you.

Must-have pages

☐ **ABOUT US**

Tell in details about your company on this page to gain the trust of your visitors. Share your mission, achievements, results, team, clients, awards or anything else that emphasizes the quality of your services and helps to build credibility of your agency.

☐ **SERVICES**

Describe each of your service areas. Feature the results and approaches that you use. You may also add other essential information, like the number of successful projects, best cases, etc. that perfectly describe your expertise.

☐ **CASE STUDIES / PROJECTS**

According to statistics, 72% of marketing agency website visitors make their decision on cooperation after checking case studies and projects. Highlight your professionalism and expertise on real-life examples, showcasing your most prominent works and the results that you achieved.

☐ **CONTACTS**

Add here all contact information, including your office location, working hours, phone, email, and a contact form, so that your website visitors could easily reach you.

Nice-to-have pages or blocks

☐ **MISSION**

Reveal the big idea behind your business to demonstrate that you really care about customers' welfare, society, environment, etc. Be clear and consistent with your values to prove your dedication to the results.

☐ **TEAM (OUR PEOPLE)**

Information about experts frequently becomes determinant while choosing a service provider. Highlight here the details about your specialists by adding their photos, experience, practice areas, cases, awards, certificates, education, affiliations, and contacts.

☐ **CLIENTS**

Build trust by listing names of the companies or individuals who have already ordered your services. This will create a good impression on website visitors proving that your firm deserves their attention.

☐ **INDUSTRY AWARDS**

By adding industry awards, you additionally prove your team's professionalism. As a rule, this information is indicated on the main and About page.

☐ **TESTIMONIALS**

Demonstrate prospects that your clients are satisfied with the services you deliver. Your visitors will be delighted to read independent reviews, so add them to a separate page or include as a block on one of the webpages.

☐ **BLOG**

Share your insights with your visitors. Educate them by providing valuable information and unique experience of your team members. It is a critical component of the site if you would like to build the image of area expert and influence the audience.

☐ **NEWS**

News publications are very useful for several purposes. This item helps to strengthen visitors' trust in your business and will work for your website SEO due to unique content and backlinks from other sources.

Other ideas

☐ **VIDEO**

According to statistics, 45% of visitors state that video influences their decisions significantly. Diversify your content by embedding your videos from YouTube or Vimeo that tell more about your agency and business.

☐ **WE ARE PULSE (GALLERY)**

It will be nice to show what stands behind your business processes by using photos. Add some pictures to tell a bigger story about your agency. Upload this information to About page, as it will help to create the right image of your company.

☐ **CAREERS**

This page has to be added to your website if your company is looking for new faces. Do remember to add a CV submission form to each single vacancy page so that candidates could apply for it without difficulties.

Technical pages or blocks



THANK YOU PAGES

A thank you page should follow any submission form. Your visitors should understand that they've submitted a form or sent a request successfully. If you have different submission forms on your website, like send-a-request or submit a CV, it would be great to employ several thank you pages serving different goals.



404 PAGE

This is one of the basic complementary pages that should be added when creating a website. It is vital both for SEO and users since it will convince your visitors to keep browsing if they typed a non-existing page URL by mistake.



TERMS AND CONDITIONS

Tell your visitors what they can do on your website and how they can use the information published there.



PRIVACY POLICY

Users' privacy is protected by law and, thereby, should be of your highest priority. Explain in details how you use and process the collected information about your visitors, users, leads, etc.