

OWN YOUR AUDIENCE. GROW YOUR BRAND.

# CREATOR *Checklist* WEBSITE



MADE BY

Merokee Web Design

# A CREATOR WEBSITE SHOULD DO MORE

MORE THAN HOLD LINKS.

MORE THAN LOOK GOOD.

MORE THAN EXIST.

IT SHOULD HELP YOU GROW YOUR AUDIENCE,  
STRENGTHEN YOUR BRAND, AND CREATE  
CLEARER PATHS TO REVENUE.

THIS CHECKLIST WILL SHOW YOU WHAT THAT  
LOOKS LIKE.

*Ready?*

Made By

Merokee Web Design

# BRAND FOUNDATION

*Who are you, and why should someone care?*

- ❑ CLEAR HEADLINE (WHO YOU ARE + WHAT YOU DO)
- ❑ SHORT INTRO OR POSITIONING STATEMENT
- ❑ CONSISTENT COLORS + FONTS (NOT RANDOM)
- ❑ CUSTOM DOMAIN (YOURNAME.COM, NOT A PLATFORM LINK)
- ❑ HIGH-QUALITY PERSONAL OR BRAND VISUALS
- ❑ CLEAR NICHE (FITNESS, BUSINESS, LIFESTYLE, ETC.)
- ❑ NO CONFUSION ABOUT WHAT YOU'RE ABOUT WITHIN 3 SECONDS

Made By

Merokee Web Design

# AUDIENCE GROWTH

*Followers are rented. Your email list is owned.*

- ❑ EMAIL OPT-IN FORM (NOT HIDDEN)
- ❑ CLEAR REASON TO SUBSCRIBE (NEWSLETTER, FREEBIE, ETC.)
- ❑ LEAD MAGNET OR INCENTIVE (OPTIONAL BUT STRONG)
- ❑ SIMPLE, CLEAN SIGNUP EXPERIENCE (ESPECIALLY ON MOBILE)
- ❑ CONFIRMATION OR THANK-YOU FLOW
- ❑ EMAIL PLATFORM CONNECTED (NOT JUST COLLECTING NOTHING)

Made By

Merokee Web Design

# MONETIZATION

*Turning Attention Into Revenue*

- ❑ CLEAR "OFFERS" / "SHOP" / "WORK WITH ME" SECTION
- ❑ PRODUCTS, SERVICES, OR LINKS ORGANIZED (NOT CLUTTERED)
- ❑ ONE PRIMARY CALL TO ACTION (NOT 10 EQUAL OPTIONS)
- ❑ AFFILIATE LINKS STRUCTURED INTENTIONALLY
- ❑ DIGITAL PRODUCTS / COURSES EASY TO ACCESS
- ❑ COACHING, CONSULTING, OR BOOKINGS CLEARLY EXPLAINED
- ❑ NO "RANDOM LIST OF LINKS" EXPERIENCE

Made By

Merokee Web Design

# BRAND DEAL READINESS

*If a brand lands on your site,  
can they work with you in under  
10 seconds?*

- DEDICATED "WORK WITH ME" OR "PARTNERSHIPS" PAGE
- CLEAR CONTACT METHOD (FORM OR EMAIL)
- PROFESSIONAL EMAIL (NOT BURIED IN BIO)
- AUDIENCE OVERVIEW (WHO YOU REACH)
- PAST COLLABORATIONS OR EXAMPLES (IF ANY)
- TYPES OF PARTNERSHIPS YOU OFFER
- MEDIA KIT (OR AT LEAST THE KEY INFO FROM ONE)

Made By

Merokee Web Design

# USER EXPERIENCE (UX)

*If your site feels sloppy, people bounce.*

- ❑ MOBILE-FIRST DESIGN (THIS IS HUGE)
- ❑ FAST LOAD TIME (NO LAGGY PAGES)
- ❑ CLEAN LAYOUT (NOT OVERCROWDED)
- ❑ EASY NAVIGATION (PEOPLE KNOW WHERE TO GO)
- ❑ IMPORTANT LINKS EASY TO FIND
- ❑ NO BROKEN LINKS OR DEAD PAGES
- ❑ STRONG "ABOVE THE FOLD" SECTION

Made By

Merokee Web Design

# STRUCTURE

*Core Pages You Need*

- HOME PAGE (CLEAR POSITIONING + CTA)
- ABOUT PAGE (BUILDS TRUST + PERSONALITY)
- WORK WITH ME / PARTNERSHIPS PAGE
- OFFERS / PRODUCTS / SERVICES PAGE
- CONTACT PAGE
- OPTIONAL: BLOG OR CONTENT HUB

Made By

Merokee Web Design

# SEO & DISCOVERABILITY

*Can people find you outside  
social media?*

- PAGE TITLES AND META DESCRIPTIONS SET
- CLEAR HEADINGS (NOT JUST RANDOM TEXT)
- CLEAN URLS (NOT MESSY SLUGS)
- GOOGLE INDEXING SET UP
- ANALYTICS INSTALLED (GOOGLE ANALYTICS, ETC.)
- IMAGES OPTIMIZED (NOT MASSIVE FILES)
- NAME / BRAND SEARCHABLE ON GOOGLE

Made By

Merokee Web Design

# CONVERSION

*What Happens After They Land?*

- CLEAR NEXT STEP ON EVERY PAGE
- STRONG CALL-TO-ACTION PLACEMENT
- NO CONFUSION ABOUT WHAT TO DO
- LIMITED DISTRACTIONS
- PAGES DESIGNED WITH A GOAL (NOT JUST AESTHETICS)
- FUNNEL LOGIC (HOME → OFFER → CONTACT / SUBSCRIBE)

Made By

Merokee Web Design

# HOW DID YOU DO?

*Count how many you checked:*

**0-10:**

**YOU'RE BASICALLY RUNNING ON A LINK-IN-BIO SETUP. BIG OPPORTUNITY.**

**11-20:**

**YOU'VE GOT SOME PIECES, BUT YOUR SETUP ISN'T WORKING AS HARD AS IT COULD.**

**21-30:**

**YOU'RE AHEAD OF MOST CREATORS, BUT STILL LEAVING GROWTH ON THE TABLE.**

**31+:**

**YOU'RE BUILDING A REAL PERSONAL BRAND SYSTEM.**

Made By

Merokee Web Design

# YOUR BRAND DESERVES MORE THAN A BIO LINK

*Ready to get started?*

A LINK PAGE HELPS PEOPLE CLICK.

A REAL WEBSITE HELPS YOU GROW, CONVERT,  
AND GET PAID.

*Build it right with*  
**MEROKEE WEB DESIGN**

Made By

Merokee Web Design