Marie Kondo Your Website

Marie Kondo's mission is to bring joy through the art of organization- specifically by discarding unnecessary household belongings and creating a tidy system for what remains. The end result is an easy to navigate home that provides a joyful living environment.

Your website acts as a home base for your marketing efforts, whether you're driving users to a landing page from pay-per-click campaigns, sharing a native blog post on social, or organically being found for relevant keywords. In Marie Kondo fashion, this checklist focuses on tidying up your website based on 5 key categories.

Brand Standards

☐ Determine your controlling idea

Why is it that you do what you do?

My Team _____ so that _____

My Organization _____ so that _____

☐ Outline audience's needs/wants/goals and how you help them

They need _____ so we _____

They need _____ so we _____

They need _____ so we _____

☐ Define your brand personality

Values:

Tone of voice ideas:

☐ Trustworthy   ☐ Empowering   ☐ Personal   ☐ Casual   ☐ Bold

☐ Humorous   ☐ Cheerful   ☐ Professional   ☐ Witty   ☐ Direct

Visual tone ideas:

☐ Bright   ☐ Modern   ☐ Classic   ☐ Natural   ☐ Minimalistic

☐ Warm   ☐ Vibrant   ☐ Clean   ☐ Rustic   ☐ Fun

Dos and don'ts:

Content

☐ Make common FAQs the foundation of your content

Question:_____ Answer:_____

Question:_____ Answer:_____

Question:_____ Answer:_____

☐ Update pages to use proper headings
The goal is to break content into easily digestible and skimmable sections.

Call-To-Actions

☐ Determine a primary CTA for each page

☐ Use action-oriented text

Action word ideas:

☐ Get Started ☐ View Demo ☐ Explore Products ☐ Learn How

☐ Download Your Guide ☐ Find Your Solution ☐ Show Me How

☐ Limit CTA text to 2-5 words

Navigation

☐ Make website mobile friendly

☐ Limit the number of navigation links

☐ Label navigation items in your visitor's language

☐ Include a keyword search bar

Design

☐ Remove or relocate hard to find content
For example: removing sliders; incorporating content from buried pages elsewhere; evaluating outdated content.

☐ Incorporate white space

☐ Include subtle animations

Notes: