

Launching a Health and Wellness Brand or Product Website?

Position your website for success and to be highly ranked by search engines with our checklist for health and wellness brands.

Contact Us to Ensure Your Success

Home Page and Throughout Website

- Site's purpose is clear (include branding/mission statement)
- Easy to see and use navigation
- Contact page is easy to find and in main navigation
- Pop-ups (if exist) are easy to exit
- All content is high quality (no typos, duplication, etc.)

Product Pages

- Meta data is optimized for what people are searching for, not the product name
- Reviews on each page
- Provide enough information on each page
- Unique content is required for each product
- Include return policy
- Ensure subcategory, filtered, and faceted searches are not indexed

Blog

- Needs to be subfolder, not subdomain
- Each blog should include author with relative expertise
- Include external references and citations
- Word count should be at least 1000 words
- Link to other internal pages using keyword as anchor text
- Content should be reviewed/updated every six months
- Provide links to related blogs

Contact Us Page

- Separate page (not just in footer or right rail)
- Includes phone number, email, and physical address

Customer Service

- Return policy is easy to find from any product page
- Include payment terms if appropriate

Glossary

- Provide collection of individual pages describing ingredients, supplements, etc.

Reputation

- On-site testimonials, user engagement, star reviews
- Do NOT allow non-FDA compliant content (includes reviews)
- If an advisory board exists, list members and bios to show expertise

Sitemap

- Submit XML sitemap to Google Search Console
- Activate robots.txt
- Implement Google Analytics (UA and GA4)