

The Look Serious Online Checklist

10 quick fixes to make your brand look more premium, clear, and credible online

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For artists, hustlers, creators, and small businesses who are ready to be taken seriously online.

A strong first impression creates trust before you ever speak.

Your talent is not always the problem. Your presentation is.

People judge fast.

Before they hear your story, understand your offer, or see your real value, they are already making a decision based on how you look online.

If your brand feels unclear, inconsistent, outdated, or low-effort, you lose trust before you ever get a real chance.

This checklist will help you quickly spot the weak points in your digital presence so you can look more premium, more credible, and more worth paying attention to.

Use this checklist to review your:

- bio
- profile image
- content
- website or link page
- booking flow
- overall brand clarity

1. Clear bio

Can someone understand who you help and what you do in 5 seconds?

If your bio is vague, cluttered, or too general, people move on.

Check: who you help; what you do; what result you help create; one clear call to action.

Fix it: Use a simple formula: I help [who] get [result] through [service/process].

Example: I help artists, hustlers, and small businesses build a premium online presence through branding, visuals, and websites.

2. Strong profile photo or brand image

Does your photo look clear, intentional, and trustworthy?

Blurry, dark, low-quality, or random profile images weaken trust instantly.

Check: high quality; clean framing; clear face or recognizable brand image; fits your brand tone.

Fix it: Use a strong portrait, simple background, and an image that looks clean and current.

3. Consistent visual style

Do your pages look like one brand or a bunch of random posts?

Random fonts, colors, image styles, and messaging make your brand feel weak.

Check: similar colors; consistent tone; recognizable style; cohesive thumbnails, posts, and images.

Fix it: Choose a simple visual direction and repeat it until people recognize it.

4. Clear offer

Is it obvious what people can pay you for?

A lot of talented people look invisible online because nobody can tell what the actual offer is.

Check: clear services; simple wording; no confusing language; visible next step.

Fix it: Make your offer easy to understand. People should know exactly what you do and how to work with you.

5. Credible homepage or link page

When someone clicks your link, do they feel trust or confusion?

Your site or link page should feel clean, intentional, and easy to navigate.

Check: strong headline; short explanation; clean buttons; no clutter; mobile-friendly layout.

Fix it: Lead with one strong message and one clear action.

6. Booking flow that makes sense

Can people easily contact, book, or buy from you?

If your booking process is confusing, delayed, broken, or unclear, you lose money.

Check: working booking button; clear service options; simple steps; confirmation after action.

Fix it: Remove friction. The easier it is to book, the more likely people will do it.

7. Visible proof

Do you show examples, results, or proof of your ability?

Without proof, people have to guess.

Check: before/after work; past projects; testimonials; visuals; samples.

Fix it: Show what you've done, what you can do, or how you think.

8. Strong calls to action

Do you clearly tell people what to do next?

A weak or missing CTA kills conversions.

Check: book now; view work; message me; apply here; download this.

Fix it: Use direct CTA language. Do not make people figure it out on their own.

9. Mobile-friendly experience

Does your brand still look strong on a phone?

Most people will see you on mobile first.

Check: fast loading; readable text; clean buttons; no broken spacing; easy navigation.

Fix it: Always review your website and link pages on mobile before sending traffic.

10. Overall first impression

Do you look premium, current, and serious?

This is the final test.

Ask: Would a stranger trust this? Does this look intentional? Does this look worth paying for? Does this match the level I want to be seen at?

Fix it: If your brand feels rushed, inconsistent, or basic, upgrade the presentation before asking for attention.

Want help fixing it?

Get the **Premium Presence Audit** - a direct, practical review of your brand, profile, visuals, website, and booking flow.

You'll get:

- what's working
- what looks weak
- what makes your brand feel cheap or unclear
- what to fix first
- action steps to improve your presentation

Price: \$27

Built for artists, hustlers, creators, and small businesses ready to look more serious online.

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