

*The*  
**Definitive**  
**Checklist** *for*  
**IR Websites**

**BLENDER**

## Successful investor relations websites come in all shapes and sizes, but the best all share a few common elements that drive the engagement and interest of investors.

However you build your IR site, it's vital that it contains these essentials in order to compete with your peers and stand out in a crowded market.

That's why we created the following checklist to help you create the best possible investor relations website for your company. Whatever approach you decide on for your next IR website, make sure it fulfills all the factors included in this list and you'll have a solid foundation to build upon.

### EVERYTHING YOU NEED TO INCLUDE ON AN IR SITE:

- ✓ Eye-catching homepage
- ✓ Corporate presentation & factsheet
- ✓ Stock information
- ✓ Newsletter sign-up on every page
- ✓ Projects/initiatives page
- ✓ Social media buttons
- ✓ News page
- ✓ ESG page
- ✓ Compliance standards
- ✓ Responsive design
- ✓ Google Analytics and Google Search
- ✓ ADA design standards
- ✓ Consistent branding

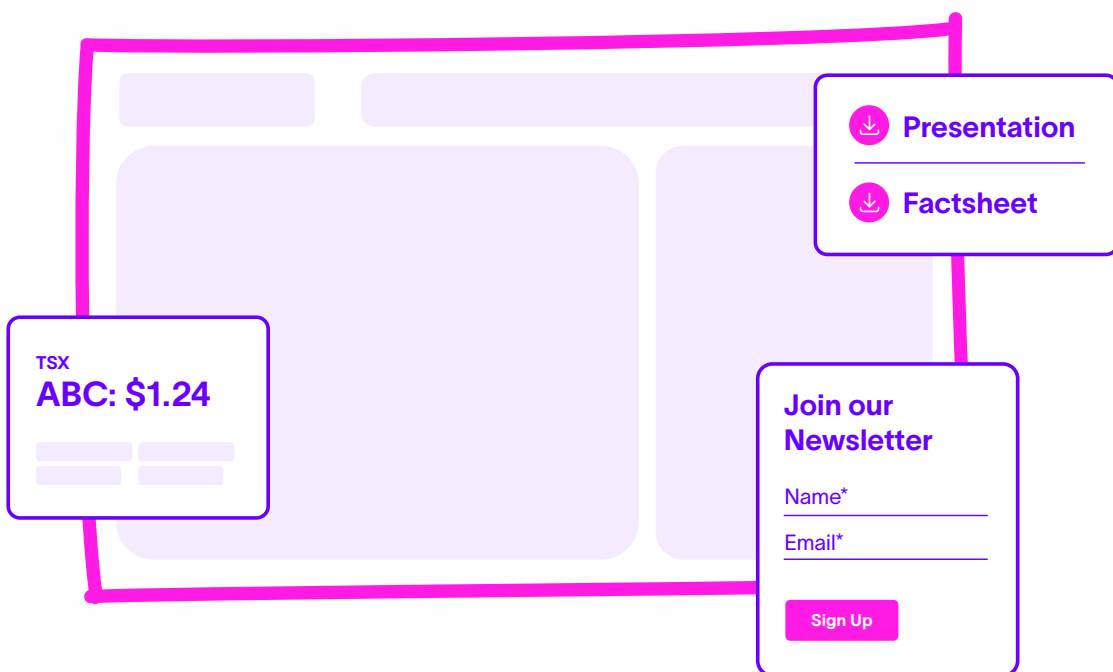
# A detailed overview

## MAKE AN IMPRESSION WITH AN EYE-CATCHING HOMEPAGE

Your homepage is the digital “face” of your company, the first thing curious investors see after they Google your site for more information. Make sure it makes a good first impression with a strong banner image or video and engaging imagery in general. The tagline of your company should clearly state what it is you do in a compelling way, followed by a brief explanation of your investment thesis.

## ENSURE IT'S EASY TO ACCESS YOUR CORPORATE PRESENTATION AND FACTSHEET

Your investor deck is (hopefully) among the best, most detailed source of information an investor can get from your company, so make sure it's easy to get to. For those with less time to dig into your company, a factsheet that briefly pitches your company is also an excellent resource.

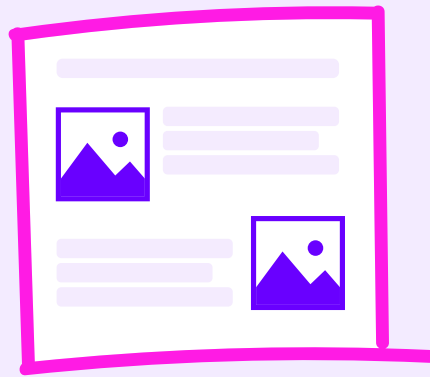


## FEATURE YOUR STOCK INFORMATION PROMINENTLY

Investor relations sites should always feature a live, updated stock price and ticker, so investors can get that key data at a glance. You may also elect to include the daily open, change, volume, and high.

## INCLUDE A NEWSLETTER SIGN-UP ON EVERY PAGE

A list of actively engaged investors curious to learn more about your company is one of the most valuable resources you can exploit as a public company. To begin amassing or expanding your list, make sure you include a simple newsletter sign-up form on virtually every page of your site.

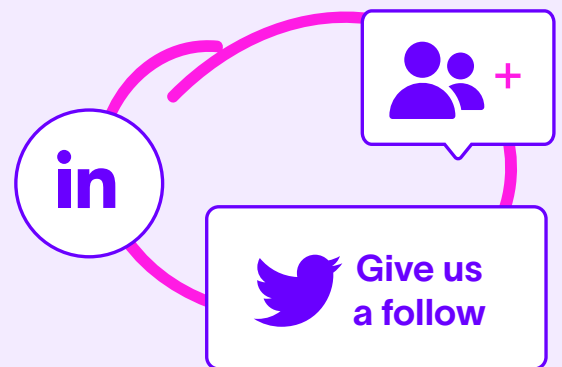


## PROMINENTLY FEATURE YOUR WORK

Current or prospective investors are often most interested in the projects and initiatives you've got cooking. Include detailed, well-written information about your company's biggest ongoing efforts, divided into sections to make it easier for investors to peruse and search for exactly what they're looking for.

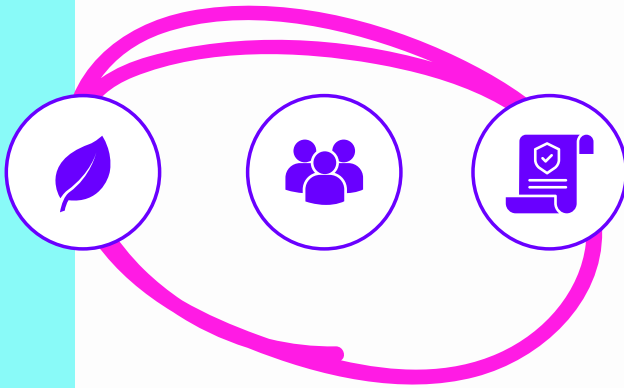
## MAKE IT SIMPLE TO FOLLOW YOUR COMPANY WITH SOCIAL MEDIA BUTTONS

Social media buttons at your site's header or footer, shown on every page, give investors the opportunity to check you out on social media. This is just another opportunity for investor engagement—such opportunities should not be taken lightly.



## ADD AN UP-TO- THE-MINUTE NEWS RELEASE PAGE

Make news releases easy to find for both regulators and investors with a news page that features all of your releases, posted in real-time. Make it organizable by (at least) the year to simplify the search.

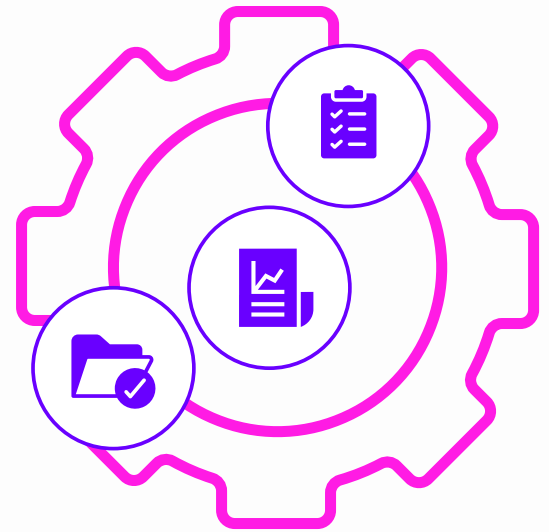


## PROMOTE YOUR ESG EFFORTS

In 2023, environmental, social, and corporate governance (ESG) is a hot-button issue for all public companies. Stakeholders want to know your ESG policies: your goals and commitments, your strategies toward environmental sustainability, safe and inclusive workplaces, community impact, and general good governance. Make these details easy to access in their own page.

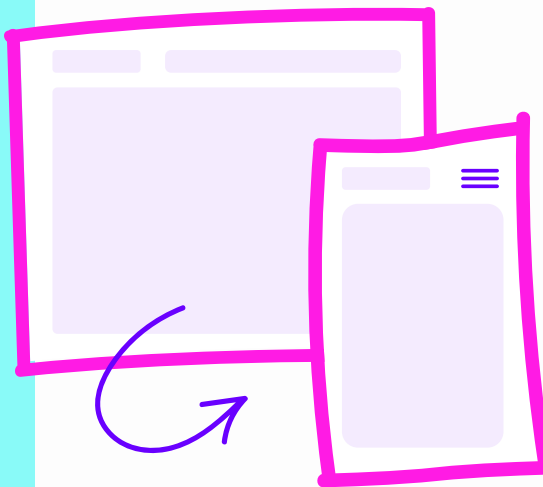
## MAINTAIN THE HIGHEST STANDARDS FOR COMPLIANCE

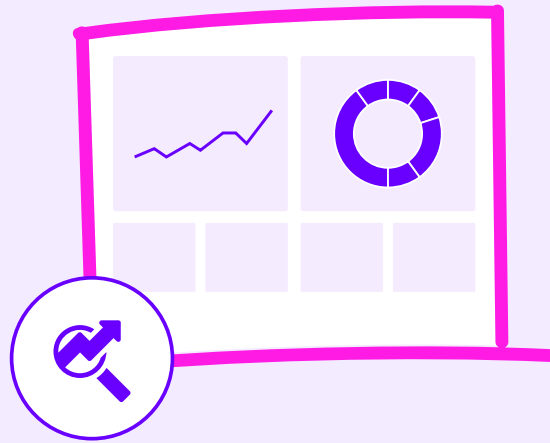
Compliance standards in Canada require public companies to include your corporate governance information, a directory of your filings, any earnings calls you have held, technical reports for your projects, as well as industry-specific regulatory standards on your site. Make sure that whoever is building your site is well-versed in these requirements, knows how to properly display them for regulators, and makes it easy for you to update them on your own.



## ENSURE YOUR DESIGN ADAPTS TO EVERY POSSIBLE SCREEN SIZE AND PLATFORM

A so-called “responsive” design is one that transforms depending on the screen size a visitor is using, whether that be mobile, desktop, or tablet. This is not only important to today’s on-the-go investors; it’s also a key factor for search engines ranking your site.



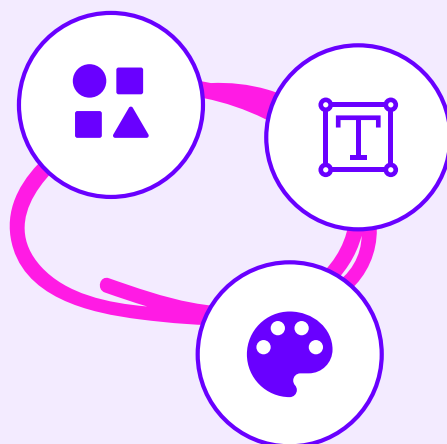
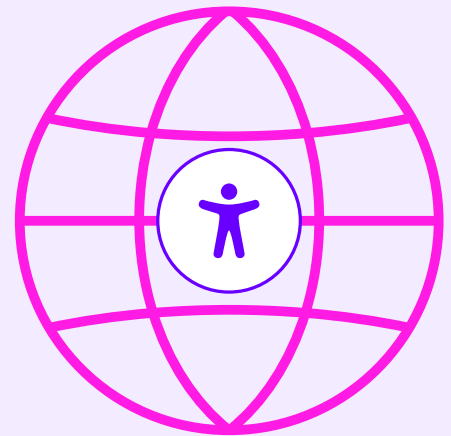


## EQUIP YOUR SITE WITH GOOGLE ANALYTICS AND GOOGLE SEARCH CONSOLE

Google Analytics and Google Search Console will provide you with absolutely vital information about your site's traffic, search engine optimization, and much more. Make sure this will be easily accessible once your site launches, as it will provide valuable insights into your business.

## MAKE YOUR SITE ACCESSIBLE TO EVERYONE

An often-overlooked factor when building a site is making your site readable and usable to absolutely anyone who may want to find out about your company. The best way to do this is by making it compliant with the [Americans with Disabilities Act Standards for Accessible Design](#), which include things like using font sizes and colours that are readable and user-friendly. These standards not only make your information available to all kinds of users, but improve your rankings within search engines.



## MAINTAIN CONSISTENT BRANDING THROUGHOUT

Investors are fickle creatures. They want your company's site to instantly inspire their confidence, as well as be easy on the eyes. Inconsistent branding looks sloppy and unprofessional, and loses points where it counts.



## The process quickly gets involved—let BLENDER help.

As a digital agency built from the ground up to specifically service public companies, BLENDER's design and development professionals are experts in maximizing the success of your company's investor relations website. We make the process as collaborative as you want it to be, doing the heavy lifting so that your team can focus on what you do best: executing your company's vision.

**Start attracting—  
and retaining—  
more investors**

**Get Started**

**BLENDER**