Website Assessment Checklist

*See If You Have A High Performance & Optimally Designed Website

*Ensure that the website is mobile friendly

TARGETED CONTENT

1. Keyword-rich content throughout site. These keywords should be based on a Keywords analysis using tools such as Google Keyword Planner.

2. Unique branding slogan. Make it clear that what problem you are solving.

3. List of Industries you work with. Do so as applicable to focus in on brand personas.

4. List of products and services. Use keywords in product and service descriptions.

5. Informative headlines, bullets, and use of bold text. Ensure that all headings and pictures are labeled correctly to improve SEO.

6. Credibility building logos from clients & partners- Ensure links are attached as applicable.

7. Include testimonies and photos of clients providing testimonies if possible.

AESTHETICS

1. Clearly displayed and attractive logo

2. Rotating graphical banners with headlines

3. Photos of real people and/or products. Use authorized stock photos only.

4. Videos to catch people's attention. You can create videos using Adobe Spark or hire a videographer.

5. Colors and Fonts 3 Primary, Secondary, and Accent

NAVIGATION/USABILITY

1. Make page easy to navigate for audience.

2. Product or services clearly communicated on home

3. Most important links and information above the fold

4. Side navigation for product/service browsing

5. Search bar at top of page

6. Important links and login links upper right

TRAFFIC CONVERSION

1. Call-to-action opt-in forms for lead generation

2. Phone number clearly displayed

3. Call to action buttons clearly displayed

4. Contact box to capture requests

5. Chat box option linked to cell phone for easy response.

LEAD MAGNETS

1. Include a lead capture pop-up form and connect it to your email marketing service provider.

SEO AND SOCIAL MEDIA

1. Headlines, meta tags and H1 tags

2. Pages include keywords in the content

3. Search engine optimized URLs

4. Google maps integration for local SEO

5. Links on website directories

6. Links on blogs and review sites

7. Articles posted on syndication sites

8. Membership with social media sites

9. Guest postings on web sites

10. Social bookmarking sites

11. Links to all social sites as applicable.

Analytics

1. Attached Google Analytics to the site so that you can analyze demographics of those visiting your site.