OVERVIEW

Lather. Rinse. **Repeat.**

It's critical to take an annual deep dive through your website.

Make sure your site is up to date with the latest SEO standards, application plugins, and security protocols on the backend. Then be sure to review the customer facing components to ensure its layout and navigation are functioning as intended.

Always be mindful of your content, giving it periodic reviews to ensure it is still relevant to your core audiences. Below is a checklist to help you put your website through its paces.

LEVERAGE WEBSITE DATA & ANALYTICS

- [ ] Identify key pages (pages important to YOU)
- [ ] Determine top visited pages (pages important to VISITORS)
- [ ] Analyze market and review competitor websites
- [ ] Test page load times to ensure the website is optimized for speed

MEASURE ACTIVITY

Improve website effectiveness. Measure specific site aspects to determine overall strength. Include the following:

- [ ] URL
- [ ] Last Modified
- [ ] Views
- [ ] Title
- [ ] Bounce Rate
- [ ] Search Teams
- [ ] Mobile Usage

- [ ] Keywords
- [ ] Date Audited
- [ ] Comments
- [ ] Time on Site
- [ ] Geography of Visits
- [ ] Conversions
- [ ] Clicks

EVALUATE WEBSITE: CONTENT

- [ ] Do pages have quality content that is consistent, relevant, and engaging?
- [ ] Do pages make good use of white space?
- [ ] Do page titles make sense and accurately represent content?
- [ ] Do site URLs, meta descriptions, and meta titles use keywords?
- [ ] Do site links work and are any connected to a keyword?
- [ ] Do the links send users to reputable sites?
- [ ] Is there good use of photos and video?
- [ ] Is spelling and grammar use correct?
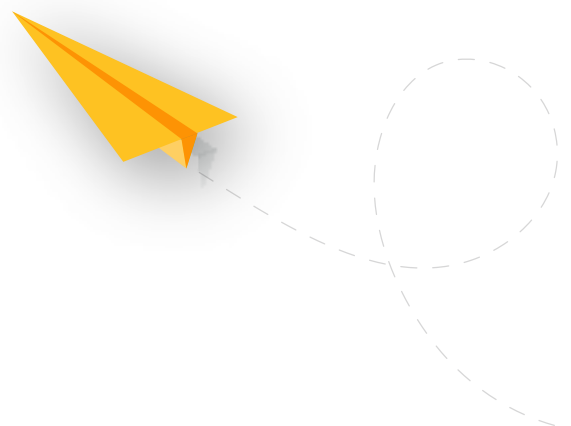
EVALUATE WEBSITE: DESIGN

- [ ] Is it consistent with company branding and color scheme?
- [ ] Is it user-friendly and navigable?
- [ ] Does it utilize relevant images and links?
- [ ] Does it use modern design trends and best practices?

EVALUATE WEBSITE: LEAD GENERATION

- [ ] Are there calls to action on each page?
- [ ] Where are calls to action located?
- [ ] Are links relevant to content?

EVALUATE WEBSITE: SOCIAL MEDIA

- [ ] Are social media icons present?
- [ ] Where are calls to action located?
- [ ] Is there a call to action to follow or share?
- [ ] Are social sites pointing to web content?

EVALUATE WEBSITE: MOBILE FRIENDLINESS

- ☐ Have you used Google's mobile-friendly test?
- ☐ Does your website have responsive design?
- ☐ Have you tested your website on a variety   of devices?

IMPROVE YOUR WEBSITE

Based on your evaluation:

- ☐ Determine ways to improve most visited pages and additional targeted pages
- ☐ Update content (ongoing)
- ☐ Update images/design as needed
- ☐ Delete pages that are unneeded and aren't receiving traffic, re-purposing strong content that currently "lives" on weak pages
- ☐ Make use of new web technologies as appropriate

Not Sure Where to Start?
We Can Help!

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