



Is your website getting the job done?
Give it a quick check-up to find out!

WEBSITE CHECK-UP CHECKLIST

TECH-TALK FIRST | Make sure that your site's basic functionality is operable.

- Are there any 404 errors or pages that are not appearing as they should?
- Are all the navigation menu links working correctly and directing where they should?
- Are there missing images?
- Are there other visible issues like font errors or formatting errors?
- Are there broken links within the site content?

ALL ABOUT EXPERIENCE | You only have seconds to make a first impression.

- How long does it take your site to load? Are pages loading slowly or incompletely?
- Is your site easy to use and understand with clear navigation?
- Is your site responsive to work well on multiple devices? Is it mobile-friendly?
- Does your site work well in different web browsers? Chrome? Safari? Firefox? Edge?
- Does your site meet basic web accessibility measures? Strong contrast? Alt text for images? Form field labels? Headings for screen readers?

FEELING CREATIVE | Your site's design speaks about your brand and your business.

- Does your site look and feel current, clean and professional?
- Does your site reflect your brand's distinctive visual identity and brand voice?
- Is your site unique and compelling to stand out to your audience?
- Does your site's design drive your goals and guide users where you want them?
- Does your site use creative design elements to increase user engagement with content?

CONTENT THAT MAKES THE GRADE | Maintaining your site's content is critical to performance.

- Is your site's content correct and up to date?
- Are there spelling or grammatical mistakes in your content?
- Does your content read clearly and is it easy to understand (even for someone who doesn't already know what you do)?
- Do you have effective calls to action in your site content?
- Is your contact information correct and are forms working properly?

THE GREAT & POWERFUL SEO | Simple things you can do for search engine optimization.

- Have you searched your brand name or critical keywords to see what you find?
- Do you know your critical keywords, and have you incorporated them into your site's content? (No stuffing, please. Search engines hate that.)
- Have you addressed fundamental SEO elements like page titles and descriptions?
- Do you regularly update and refresh your content? Sites that frequently update content may earn favor with search engines.
- Do you have the right SSL security certificate installed? Not only does this provide your users with added security, but it provides a search engine boost as well.

MAINTAINING MOMENTUM | Tracking and analyzing performance is an ongoing commitment.

- Have you installed Google Analytics and are you regularly tracking your website results?
- Have you reviewed your site's bounce rate and average session time metrics to see how well you are engaging your audience?
- Have you reviewed the devices that most of your visitors are on and tuned accordingly?
- Are you keeping up with regular technical and security updates including things like WordPress version updates, plug-in updates?
- Have you considered ways to keep content fresh and engaging like adding a blog?



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