

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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