



Weiskopf Consulting

2018 Website Services Assessment

Website and Branding

- Do you have a website? Yes No
- Is it Branded Yes No
 - How are your overall page colors? Is the text cohesive and consistent?
 - Is your company brand and logo prominent?

Design and Layout

- Do you have a navigation menu?
- Is your navigation easy? (3 click rule)
- Are your sub-links menu accessible and easy to hover over?
- Is it easy to see the link to scroll to top of the page quickly?
- Is the search bar accessible on all pages?
- What are your headlines? Are they informative, easy to read?
- Do you have a design element and visual cues?
- Is there a Call-to Action on each page?
- Do you have accessible contact information on every page?
- Do you link to social media profiles? Are they linked in the header?

Dynamic and Interactive

- Are your images high quality? Are they Named correctly for SEO? Do you utilize optimized images?
- Are you using video to communicate your message? Do you have a blog?
- Are you gathering email addresses from visitors? Is your site compatible on mobile devices?

SEO

- Do you have a location map? Do you have a search engine optimization strategy?
- Do you get an error page? Do you have pages with broken links?
- Do you have a sitemap? Do you utilize keywords?
- Do you utilize descriptions (Meta data)? Do you utilize backlinks?

Performance

- Do you preform regular backups? Do you have an SSL certificate?
- Do you have malware scanning?
- Is your typical uptime 99.99% or greater or are you satisfied with the reliability of your current hosting provider?
- Have you ever checked your page performance analysis? Have you worked to improve it?

How many questions could you answer?

We can help you answer every question. Call us at 630.474.3412 today.