Website Checklist

Do you have a Website?   □ Yes   □ No   ———▶ □ You Need One

Is the content current?   □ Yes □ No   ———▶ □ Needs Updating

When was the last time you added new content?   _____

Is it a Mobile Friendly - Responsive Design?   □ Yes □ No   ———▶ □ Needs Updating

Are you using correct Font sizes for all platforms?   □ Yes □ No   ———▶ □ Needs Updating

Is there a Call-to Action on each page?   □ Yes □ No   ———▶ □ Needs Updating

Are you gathering email address from visitors?   □ Yes □ No   ———▶ □ Needs Updating

Are you using video to communicate your message?   □ Yes □ No   ———▶ □ Needs Updating

Is the website integrated with your social media sites?   □ Yes □ No   ———▶ □ Needs Updating

Are your website and social media sites branded the same?   □ Yes □ No   ———▶ □ Needs Updating

Is there content the visitor wants, short, sweet & evergreen.   □ Yes □ No   ———▶ □ Needs Updating

Do you have navigation that works with one thumb?   □ Yes □ No   ———▶ □ Needs Updating

Is your website SEO optimized and GeoLocated?   □ Yes □ No   ———▶ □ Needs Updating

If you answered no to the any of the above, what action needs to be taken?

1. Do you need to update your graphics?

2. Has your logo been updated?

3. Have you tested the website on a smartphone or tablet?

4. How current are your videos? Are they branded the same as your website?

5. Do you have a chat box on your website (Skype or some other option)?

6. Do you offer a newsletter?

7. Do you offer an eBook?

8. Do you have a "Click to Tweet" button?

9. Do you have a "Click to Like" button?

10. Are you relying on visuals, like Amazon?