

WEBSITE CHECKLIST

A website is never finished. There are always areas to improve or update the content functionality of a site. Having said this, a successful company should have a great core website that requires little daily maintenance.

From basic building blocks to detailed website features; here is a checklist for reviewing what your website has and what it might need:

1 DO YOU HAVE A CONTENT MANAGEMENT SYSTEM (CMS)?

This is a fundamental stage in the creation of a long-lasting and maintainable website. CMS such as WordPress allow businesses to personally update and edit their website on a regular basis from the 'backend', without having to contact a Web Development Team. Therefore, not only does this save you time; in the long run it will save you money too!

Yes – I have this!

No – I can't edit my website myself

↳ Consider moving your site to a CMS such as Wordpress so that you can make quick edits yourself and post regular content such as blog posts.

2 DOES YOUR WEBSITE HAVE GOOD USER EXPERIENCE (UX)?

UX is greatly influenced by the ease of navigation around your website. A great site map, sensible internal links and a consistent, well-placed call to actions are just some of the elements that effect a website's navigation. Navigation around your website should be as intuitive as possible to guide customers where they want to be effectively.

Yes – My website navigation/UX is great and very easy to use.

No – There are areas that need improving

↳ Mimic the journey that your customers are likely to take to complete the actions you are trying to help them to do. Are there any ways in which you can make it easier for them to move around your site and complete a purchase/booking etc

3 DOES YOUR WEBSITE HAVE GOOD SEARCH ENGINE OPTIMISATION (SEO)?

SEO is a hot topic when it comes to website and marketing. It refers to your website being better optimised for search engines and more likely to therefore rank higher in search results for relevant search terms. There are no real quick wins to SEO success, and it is something that needs ongoing work, but there are some simple, quick amends that can work towards helping yours.

Yes – My website is optimised and ranks highly when key search terms are searched for.

No – My website doesn't rank highly

↳ Check your meta title, description and Hts. Do you have enough content across your website? Do you use internal and external links? Have you used clear, relevant Alt tags on your images?

4 IS YOUR WEBSITE ON BRAND, CONSISTENT AND COHERENT?

Like any material you release to your audience, your website has to be on brand. Every detail must strictly abide by your company's brand guidelines, even down to the tone of voice on your copy. This will set a consistent message for your consumers, bettering your opportunity to be recognised and to build trust through brand strength.

Yes – My website is well branded and consistent with other marketing outputs

No – My website could be branded better

↳ Do you have clear brand guidelines that your website can adhere to? Is your tone of voice across your website representative of your business values? Review what could be changed so that your site sits in line with your brand and values.

5 DOES YOUR WEBSITE FUNCTION WELL?

No matter how attractive your website may seem, its fundamental responsibility is to inform and convert users. If broken links, high loading times or page errors prevent users from being able to complete crucial actions on your website, you are likely to lose potential customers. Search engines can also mark you down for this, so you're less likely to be found if your website isn't functioning well.

Yes – My website is mobile-friendly, loads quickly and doesn't have any functional issues.

No – My website could function better

↳ Consider reviewing and testing this further to locate any broken links, see what doesn't work well on mobile and test page loading times using a free online tool (such as PageSpeed Insights by Google).

6 IS THE COPY/CONTENT ON YOUR WEBSITE EASY TO READ, HELPFUL AND OPTIMISED?

The messaging on your website must be strategic and on brand. You need to have just enough copy on your website to mean that it is optimised for search and provides relevant, helpful information for your users, but not so much that it deters people from reading.

Yes – My website has the right amount of content with useful, relevant information for users.

No – I don't have much content and it isn't optimised

↳ Think of the main questions your customers have and work to answer them throughout your website. Describe how you can help your customers and why they should choose you over competitors.

7 IS THE PHOTOGRAPHY AND/IMAGERY ON YOUR WEBSITE RELEVANT, LICENSED AND GOOD QUALITY?

The relevance and quality of photography contributes towards your website's overall effectiveness. Investing in good photography can instantly elevate your website's overall appeal.

Yes – My website has relevant, clear and licensed imagery

No – The imagery on my website needs improving

↳ Check that your imagery is royalty-free/licensed for use. Consider asking a photographer to take high quality photos of your product/services and/or signing up to a stock library.

8 DOES YOUR WEBSITE FEATURE CUSTOM FUNCTIONALITIES?

Whilst basic websites may not require this, advanced websites often feature bespoke functionalities that assist the user experience in a unique way. For some, this may include interactive maps, unique purchasing processing or other helpful features tailored to the specific audience type. This can help differentiate your company, make conversions easier and show-off advanced high-tech systems that reflect well on your company.

Yes – My website features bespoke, custom functionalities that improves UX

No – I don't have any custom functionalities

↳ Are there any functions you wished your website had to make it easier to use and/or stand out against competitors? Review where and what these could be and ask a web developer for their recommendations.

YOUR RESULTS

All 'yes' – Congratulations! Your website sounds brilliant! Be sure to drive as much traffic to it as possible to help generate leads through effective marketing.

Mostly 'yes' – Great news! It would seem you have a good website with just a few considerations to be made. Make these a priority and you should be on your way to having a near perfect site.

Mostly 'no's' – There's some work to do, but it also means there is a lot of potential for making it a great website. Take one task at a time and work towards creating your dream website.

All 'no's' – There is lots of work to do, but lots of possibilities! Now is a good time to consider whether you should build a new website or work to improve the one you have. Speak to web designers to find out what work is required to achieve the perfect website for your business.