**Website Review Punch List**

**​​Home Page**

* Is content clean and easy to navigate, free of clutter
* Quality images or photos
* Color scheme matches your brand
* Consistent use of the same fonts, overall look
* Text is short, easy to understand
* Home page features company logo

**Navigation Menus**

Note: Industry experts recommend limiting menu items to seven

Popular menu items (to be based on your company offerings):

* Products or Services
* Blog
* Shop
* Events
* About Us
* Contact
* Home – Some include ‘home’ in their site’s top navigation menu, however, many website visitors understand that clicking the logo will take them to the home page

Footer menu – A nice option to include contact info, social media links or a secondary menu

**General Tips**

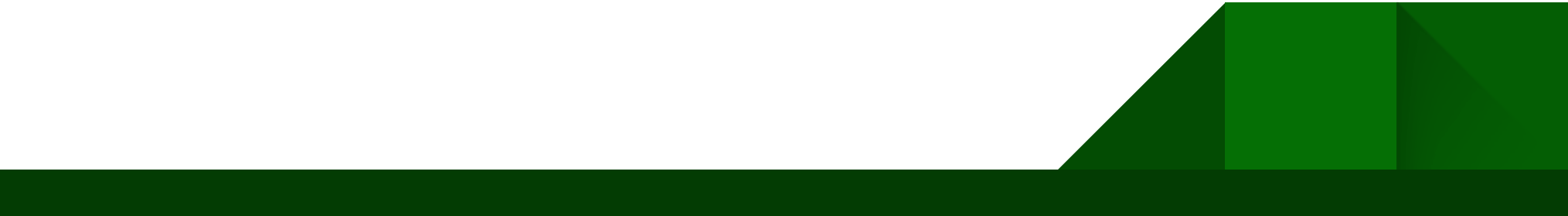
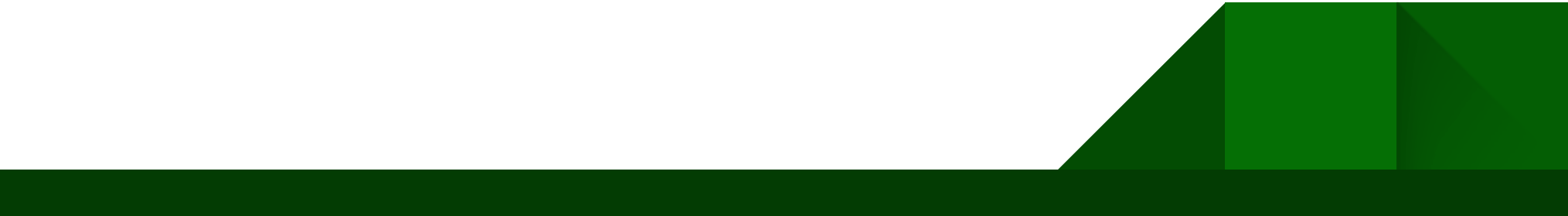
* Ensure your site is mobile responsive – when using templates in Wordpress, Square Space, GoDaddy, etc ensure the template is noted as “Mobile Responsive.”
* Use shorter sentences and paragraphs – remember that many will visit your site on a mobile device.
* Check for broken links on your site.
* Make your CTA (call to action) clear. For example, set up a discovery call with you and include a Schedule Now button, Buy Now button, etc.
* Make effective use of headlines on your page.
* Include a lead generation – this may include a sign-up form for your newsletter.
* Add a Favicon – this is the tiny logo that appears next to your website title promoting brand recognition.
* Follow the 3 Click Rule – users should be able to find their content with no more than three mouse clicks.
* Use the blog to include longer post text, relay your expertise or share more in-depth information about your products and services. Remember to include keywords to help with search engine rankings.

**Simple Ways to Help Drive Site Traffic**

* Include links to your website in your social media posts
* Include links to your website in your email marketing
* Include website links in guest blog posts on other sites
* Inclusion in free online directories

**Basic SEO Tips**

* It’s important for your H1 and H2 headings to contain your keywords for SEO purposes. H1 is your largest text on your site page (main heading/title) and H2 are the sub-headers.
* Use an XML sitemap – If you have a Wordpress site, there are PlugIns you can use. Other website platforms, i.e. Wix or GoDaddy, can assist you in setting these up.
* Add “Alt Text” to images when you insert them. This is used as an accessibility feature, and is also used when an image is unable to be displayed. This text should describe the image, but it should also contain keywords, because it is indexed by search engines.
* Use keywords in your text on website pages. Here are some good resources for finding keywords: [Soovle](https://soovle.com/) shows the autosuggest results for a keyword or phrase on each major platform. A similar, robust resource that is great in the brainstorming stage is [Answer The Public](https://answerthepublic.com/). To compare specific terms and see which rank the highest, [Google Trends](https://trends.google.com/trends/) provides powerful insights.
* Backlinks - This refers to the frequency your website is linked to by other websites. This is important for ranking well on Google. If you have contacts who are mentioning your company/brand ask them to link to your site. You can use the [SEMrush Brand Monitoring Tool](https://www.semrush.com/mentions/). Set it to notify you as mentions of your brand occur. Additional suggestions include creating an account on [podcastguests.com](http://podcastguests.com/) (matching podcasters with guests) and [HARO](https://www.helpareporter.com/) (Help a Reporter Out) for creating backlinks – as a way to promote your website reach. Plus a great way to position leadership as sources for podcasts and the media.



**Let’s Get Started!**

**Website User Experience Review Guide Sheet**

The following are questions and prompts that may be used to guide your discussion during your 1:1 session. Please share this document with the business owner so they can have access to it after this session. Feel free to add any additional questions that you find helpful.

1. Website URL:
2. What do they sell/offer that they want to promote on their website?
3. Review their website:
4. **Home Page**

* Is content clean and easy to navigate, free of clutter
* Quality images or photos
* Color scheme matches your brand
* Consistent use of the same fonts, overall look
* Text is short, easy to understand
* Home page features company logo

Home page notes:

1. **Menu/Navigation**

* Is information easy to find?
* Do they have a footer menu? Would a secondary navigation benefit them in the footer?

Menu/navigation notes:

1. **Review key website elements:**

* Easy to find Contact Us section/page
* Easy to find additional Calls to Action such as ‘schedule a discovery call’
* Customer testimonials
* About Us section or similar sharing overview information
* Shop page, if applicable

Key website element notes:

**Review Basics of SEO (Search Engine Optimization)**

Search Engine Optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

**Basic SEO Tips**

* It’s important for your H1 and H2 headings to contain your keywords for SEO purposes. H1 is your largest text on your site page (main heading/title) and H2 are the sub-headers.
* Use an XML sitemap – If you have a Wordpress site, there are PlugIns you can use. Other website platforms, i.e. Wix or GoDaddy, can assist you in setting these up.
* Add “Alt Text” to images when you insert them. This is used as an accessibility feature, and is also used when an image is unable to be displayed. This text should describe the image, but it should also contain keywords, because it is indexed by search engines.
* Use keywords in your text on website pages. Here are some good resources for finding keywords: [Soovle](https://soovle.com/) shows the autosuggest results for a keyword or phrase on each major platform. A similar, robust resource that is great in the brainstorming stage is [Answer The Public](https://answerthepublic.com/). To compare specific terms and see which rank the highest, [Google Trends](https://trends.google.com/trends/) provides powerful insights.
* Backlinks - This refers to the frequency your website is linked to by other websites. This is important for ranking well on Google. If you have contacts who are mentioning your company/brand ask them to link to your site.

SEO notes:

1. IMPORTANT: Please ensure to ask them if they have questions or topics they want to discuss that may not have been covered in the discussion thus far.

**Tools & Resources**

| **DIGITAL MARKETING** | **SOCIAL MEDIA** |
| --- | --- |
| * [**Blog.hubspot.com/marketing**](https://blog.hubspot.com/marketing) * [**Digital.com**](https://digital.com/) * [**Similarweb.com**](https://chrome.google.com/webstore/detail/similarweb-traffic-rank-w/hoklmmgfnpapgjgcpechhaamimifchmp) * [**Google Optimize**](https://optimize.google.com/optimize/home/) * [**CoSchedule**](https://coschedule.com/) | * [**Facebook.com/Facebookmedia**](https://www.facebook.com/formedia) * [**Business.instagram.com**](https://business.instagram.com/) * [**Business.Pinterest.com**](https://business.pinterest.com/) * [**Blog.buffer app.com**](https://buffer.com/resources/) * [**Canva**](https://www.canva.com/) |
| **SEO** | **EMAIL MARKETING** |
| * [**Moz.com/blog**](https://moz.com/blog) * [**Searchenginejournal.com**](https://www.searchenginejournal.com/) * [**Yoast.com**](https://yoast.com/) * [**MajesticSEO.com**](https://www.majesticseo.com/) * [**Google Keyword Tool**](https://ads.google.com/home/tools/keyword-planner/) * [**Google Search Words**](https://trends.google.com/trends/) | * [**Verticalresonse.com/blog**](https://www.verticalresponse.com/blog/) * [**Blog.marketo.com**](https://blog.marketo.com/) * [**Milled.com**](https://milled.com/) * [**Sleeknotes**](https://sleeknote.com/) * [**Dojo Mojo, Viral Sweeps**](https://www.dojomojo.com/home/sweepstakes) * [**Glock App / Google Postmaster**](https://glockapps.com/blog/how-to-fix-gmail-spam-folder-placement/) |