

Website Checklist

A MONTHLY CHECKUP, 6-POINT SYSTEM FOR GETTING THE MOST OUT OF YOUR WEBSITE

BASIC INTEGRATIONS & SET UP

- ☐ Is your site integrated with Google Analytics?
- ☐ Is your site integrated with Google Search Console?
- ☐ Do you have a complete XML sitemap?
- ☐ Have you submitted your XML sitemap to Google and Bing?
- ☐ Do your forms connect to your CRM or email automation platform automatically?
- ☐ Are your business and website registered through Google My Business?

OVERALL SITE DESIGN FOR CONVERSIONS

Use Google's Test My Site Tool

- ☐ Is your website mobile-friendly?
- ☐ Is your site free of site speed and load time issues?
- ☐ Do all key pages have user-friendly URLs?
- ☐ Can users easily and intuitively navigate the site?
- ☐ Is your site free of broken links, or missing images/videos?
- ☐ Is your website optimized for conversion (forms and phone numbers)?
- ☐ Do you have a call to action in the top right corner of your site on all pages?

QUALITY CONTENT CHECK

- ☐ Are you consistently creating new content, blogging and creating new inbound links back to your website?
- ☐ Does your site's content pass the "3 R's" test (Relevant, Readable, and Relatable)?
- ☐ Does your site use multimedia (photos, videos, in-site apps) to enhance content?
- ☐ Are you using authentic images/videos? Photos of the owner, your business, your team, etc?
- ☐ Do you have unique content on each page of your website?
- ☐ Is your site free of thin content (content below 100 words)?
- ☐ Do you have a compelling Call To Action after every blog of text?

BASIC SEO CHECK UP

Check Google Search Console

- ☐ Has Google properly indexed all pages on site?
- ☐ Is your site fully crawlable by search engine bots?
- ☐ What search terms are you ranking for on Google?
- ☐ Do you have pages for each of your core services?
- ☐ Do you have alt-text in place on your images and videos so search engines can understand images?
- ☐ Does your site use H1 and H2 headings to make content more readable and navigable?
- ☐ Does every page on your site have unique, relevant metadata (page title and meta description)?
- ☐ >>Do you have your main keyword in the title tag on each of the pages of your website?
- ☐ >>Have you used keywords in page titles, meta description, H1s, and content on key pages?
- ☐ Do all links contain relevant anchor text?
- ☐ Does your website rank on page one for your most important keywords?

TRACKING YOUR TRAFFIC

Google Analytics

- ☐ How many visitors did you have last + this month?
- ☐ How long are visitors staying on your site?
- ☐ What is your website's top source for traffic?
- ☐ What are the top visited pages on your site?
- ☐ Have you set up Goals to track conversions?
- ☐ Do you have new offers, forms, or conversion points to set up Goals for tracking?
- ☐ Do you have new team members or partners who might be frequenting your website?
- ☐ >>Filter out any of your team's IP Address from Google Analytics traffic

SOCIAL MEDIA INTEGRATION CHECK UP

- ☐ Have you set up your Facebook Pixel? (even if you aren't advertising on Facebook, yet)
- ☐ Do you have a proactive strategy for getting new reviews?
- ☐ Is your site integrated and linked with your active social media accounts?

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