



## TIME TO UPDATE YOUR WEBSITE?

### WEBSITE CHECKLIST FOR DIGITAL ROOKIES

- Does your website have the appropriate pages?** A basic website should have these pages: home page, about us, products/services and contact page. We also recommend having pages for “our team”, samples of work ([case studies or photos](#)), and a blog. Check out this article with [6 tips to create a strong business website](#).
- Check for errors.** Even small errors can make a difference for users visiting your website. Double check spelling and grammar. Make sure all text and pictures are appropriate sizes. All website content should be easy to read and [consistent](#). Some types of content to include are engaging content, promotional content, educational content, and curated content. It is important to regularly update your website with useful, current content. Feature any particular service offerings. Lastly, make sure all buttons and links on every page work correctly and go to the right place. Users will become quickly become frustrated when things don't work and they will leave your site (and not return).
- Does each web page have a call-to-action (CTA)?** Calls-to-Action (CTAs) refer to any buttons, links, or devices designed to evoke an immediate response or action. Common CTAs include ‘Start Now,’ ‘Buy Now,’ ‘Call Now,’ ‘Learn More,’ ‘Download,’ ‘Sign Up,’ ‘Schedule a Consultation,’ or ‘Request a Free Trial.’ Take a look at this article for the [best practices when it comes to using CTAs](#).
- Is website mobile-friendly?** Make sure website is [fully compatible with mobile devices](#). Most people look at things on their phone, so you want to make sure it works on phones. Most website platforms allow you to design and edit the mobile version of your website. Test how mobile friendly your site is with [Google's Mobile Friendly test](#).
- Are you tracking website visitor analytics?** It is important to know who is coming to your website, how often they are coming, how long, and where they are going on your website. [Google Analytics](#) offers a free tool to track this data and more.

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## WEBSITE CHECKLIST FOR DIGITAL INTERMEDIATES

- Have you increased your search engine optimization (SEO)?** SEO refers to the practice of increasing website traffic (visitors) through organic (i.e. not using paid ads) search engine results. The goal of SEO is to improve your website's search engine rankings, making it easier for people to find you in search results. Within your website you want to include title tags, meta tags, and descriptions for each page. Content can also serve as an important tool in increasing your SEO. It is important to regularly update your website with important relevant content to increase your on-page SEO. To learn more about what you can do to increase your website's SEO click [here](#).
- Are website URLs correct?** A common issue with websites is that some URLs are not correct. Sometimes the URL does not match the content on the web page and that can be confusing for users. Take a look of some of the [websites we have designed and manage](#) to see what we are talking about.
- Do your website images use alt text?** Search engines can't read images. Alt Text is essentially a description of an image on a website. Search engines use the alt text as one factor in determining if a particular page matches what the searcher is looking for. Learn more in "[Image Alt Text: What It Is, How to Write It, and Why It Matters to SEO](#)".
- Review Browser Compatibility.** Your website may be compatible on some browsers and not all others. Google Chrome is the top browser, but some still use Internet Explorer, Firefox, Safari and others. [Browsershots](#) is a free tool helps with browser compatibility.
- How is your website usability?** Website usability is critical to the digital success of a business. If a user hits a website which loads slowly, includes errors, and doesn't have the information they are looking for, they will quickly leave for another option. That's a lost customer. Here are [10 Tips to Improve Website Usability](#).
- Test Social Media Integration.** Today every organization can benefit from using social media for improved communication and brand visibility. This means your social media integrations work well. To learn more about [social media marketing click here](#).

# 404 Not Found

nginx/1.4.6 (Ubuntu)

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## WEBSITE CHECKLIST FOR DIGITAL PROS

- Website Security.** First, make sure your website is secure on the admin side. There should be no saved passwords or any easy entry for hackers to get into your website. Second, if you do not have an SSL certificate your website is marked as not secure. Users are less likely to visit websites that are marked not secure. SSL certificates can be confusing so [here is information about SSL certificates and options to secure your website](#).
- Make Sure Website Navigation Works.** Visitors should never be confused on where to go next on your website. Menus should be prominent and easy to follow. All buttons, links, and URLs should work. Ask others to click around your website to see if they find it easy to use. If not, fix it and test again. Here are [5 tips to help keep visitors on your website longer](#).
- XML Sitemaps and HTML Sitemaps.** A sitemap is essentially an index or list of all web pages on a website. It categorizes pages based on a hierarchy and the order they appear in. Many website platforms build a sitemap as you build your website. If not, build a sitemap and integrate it into your website. Sitemaps help users find what they are looking for, especially on larger websites. Click [here](#) to learn more about sitemaps.
- Google Tag Manager.** Google Tag Manager helps you manage all your website tags without editing code. Google Tag Manager delivers simple, reliable, easily integrated tag management solutions for free. Adding Google Tag Manager to your Google Analytics allows you to collect much more useful data. We created a guide, [“What is Google Tag Manager? A Guide to GTM”](#).

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