

**Review your own website
with this checklist.**



Website Review

*Use this review checklist to go through your website and give it
a good overhaul.*

Website Overview

WEBSITE REVIEW - PART ONE

A general look at the elements running across your site. Go through the list below and check 'Yes' if you have it on your website or 'Need To Do' if you don't.

	YES	NEED TO DO
• An SSL certificate - your website displays as https and is classed as secure by Google.	☐	☐
• Google Analytics - you have set up a Google Analytics account and your tracking code is on your website to collect valuable visitor information.	☐	☐
• A Privacy Policy - this is a legal requirement and needs to be easily accessed. Usually found in the footer.	☐	☐
• A Cookie Notice - a pop up informing visitors your site uses cookies (Google Analytics tracking code). This is a legal requirement.	☐	☐
• Copyright Notice - copyright details with your business/trading name and registration number.	☐	☐
• SEO - you have an SEO plugin active on your site (i.e. Yoast or All-in-One SEO).	☐	☐
• Security - you have a security plugin active on your site (e.g. Wordfence or iThemes security).	☐	☐
• Links - make sure there are no broken links.	☐	☐
• Backup - have a recent back up of your whole site.	☐	☐
• Social Media - make sure there are links to your social media accounts so visitors can follow you and/or share your content easily.	☐	☐

Website Pages

WEBSITE REVIEW - PART TWO

A more detailed look at page elements on your site. Go through the checklist and tick 'Yes' if you have it on your website or 'Need To Do' if you don't.

	Y E S	N E E D T O D O
• Search Engine Meta Description - each page has a unique meta description containing the keyword/phrase for that page.	☐	☐
• Page Title - the title is relevant, grabs attention and includes the page keyword/phrase.	☐	☐
• Call-to-Action - there is a clear course of action as to what you want the visitor to do or go next.	☐	☐
• Content - each page has a unique, relevant content and there is no duplication.	☐	☐
• Images - all images file size are well under 1mb and have alt tags completed using relevant keywords or phrases.	☐	☐
• Internal Links - within your pages you are linking to other pages within your website. There should be no dead ends.	☐	☐
• A Photo of You - either on your homepage or definitely on your about page. People always like to know who they are working with/buying from.	☐	☐
• What To Expect - a section or dedicated page explaining your services and what it would be like to work with you. Set expectations.	☐	☐
• Testimonials - always include testimonials where you can that support what you say you can do and the experience of working with you/buying from you.	☐	☐

How did you get on?

So how is your website looking? There is a lot that goes into a modern website in order for it to be easily found and for you to connect with your ideal customer(s).

Is it time for a redesign?

CONTACT ME

I'm Sarah.

I design beautiful and strategic websites for women running their own business.

Get in touch for a free 30 min consultation:

hello@sm-webdesigns.co.uk

sm-webdesigns.co.uk

