

Website Checklist.

A quick-hit checklist to make sure your website reflects your vision, values, and vibe.

✓ General

- Do you have great imagery and engaging content?
- Is it clear what your business does and what the benefits are?
- Do you have a clear call to action?
- Is your website design in line with your brand identity?
- Is it clear what problems you are solving?
- Is your contact information clearly listed?

✓ Usability

- Is it mobile responsive?
- Is it easy to use and does it make sense to the user?
- Is there enough contrast? I.e. can it be easily read?
- Do all of the links work?
- Have you considered the legal requirements? I.e. privacy policy, terms & conditions
- Is the domain name available on other platforms?

✓ Search Engine Optimization

- Have you researched keywords that you want to rank for on search engines?
- Have you used your keywords naturally but consistently over your website?
- Does every image have alternative text?
- Have you reduced the image file sizes?
- Have you completed the page meta descriptions?
- Do you have a plan to update your website regularly?

