

Website Checklist

Here is the comprehensive checklist that will allow us to make applicable recommendations to improve the functionality of your current website:

- Is your email address originating from the site domain and are you collecting each address?
- Is Google Analytics installed?
- Is Google Search Console installed?
- Bing Webmaster installed? Bing & Yahoo is 30% of all search.
- Using WordPress? Adding specific security related plugins will prevent most security issues.
- If you are using word press, how compatible is your template to visitors, traffic, plugins, etc.
- Does your site render 404 / 500 errors, duplicate content, missing titles and other technical errors when certain pages or links or clicked?
- Have you checked your competitor link profiles?
- Are your most important keywords that describe your organization and what you do incorporated as primary keywords (or something close) on your pages and in the URL? We may make domain recommendations.
- Are all of your title tags on each webpage/landing page about 65 characters or less
- Are all of your meta description tags on your landing pages/web pages have about 155 characters or less?
- H1 tags used for important keywords? Is your keyword in the tag? Is it before any (H2, H3, H4...) tags? Are you only using 1 H1? Overuse or under use of H1 and other title tags will affect the indexing of your landing pages.
- Do you have a healthy amount of search engine-accessible text on your site? Did you use synonyms in the site's content? Remember: synonyms are great, and using natural language that's influenced by keyword research (rather than just pure keywords) is highly encouraged!
- Do the site images have descriptive ALT tags and filenames? Search engines "see" images by reading the ALT tag and looking at file names, among other factors. Try to be descriptive when you name your images.
- Are there links to your internal pages in an SEO-friendly way?
- Do you have off-page optimization and link building links to reputable sources?
- Have you made sure your site isn't creating any duplicate content? Utilize 301 redirects, canonical tags or use Google Webmaster Tools to fix any duplicate content that might be indexing and penalizing your site causing lower visibility.

- Are you using absolute URLs in your code? Some CMS platforms give you the option. Use absolute URLs instead of relative ones if you have a choice.
- Have you checked your site speed with Google Page Speed Tools or other online site that checks for page load?
- Does your site have an XML sitemap and submitted it to Google, Bing Webmaster and Yandex?
- Has a Robots.txt file created and submitted to Google and Bing Webmaster Tools? These are instructions to these search engines to come back and crawl your site on a regular basis.
- Have you claimed your organization's location and added the website to major networks portals. Is your organization's contact information consistent online?
- Is your site mobile friendly or responsive? Have you checked it on multiple browsers with Browser Stack?
- Do you have social media accounts on Facebook, Twitter, Pinterest, Instagram, LinkedIn and Google+?
- Have you added Twitter Cards to your site?. You can find the metadata on the developer page for each card: [summary card](#), [summary card with larger image](#), [photo card](#), [gallery card](#), [app card](#), [player card](#) and [product card](#). Also consider Open graph, Schema.org Microdata, and Dublin Core metadata to optimize your web site for better SEO.
- Was your website built by a friend, family member, employee, volunteer with some web experience or the friend of a friend who gave you a good deal?
- Do you have important pages like terms and conditions, copyright, privacy policy, legal disclaimers if necessary?
- Is your current site hosted on Wix,Hibu,FourSquare or a limited portal and paying monthly for a website that you do not own?
- Does your organization own domain name?
- Do you have a newsletter? Does it originate from your website?
- Do you have a subscription opt-in form on your website?
- Are you able to add new members or have current members renew memberships or pay dues?
- Are members able to access key information about the organization?
- Do you have a "members only" area?
- Do you fund raise?
- Does your site collect payments?
- Does your organization have a Mission Statement? Is it prominently displayed on your website?
- Do you have committees?



- Do you have committees in your organization that work on projects?
- Do members of your board or committees communicate via email?
- Do you have a staff member who posts content to the site and on social media?
- Do you have a marketing or communications board member or committee?
- Does your organization sponsor events?
- Does your organization sell tickets?
- Does your organization provide instruction, news or updates for educational purposes?
- Does your organization hold periodic meetings?
- Is your organization involved in legislative or governmental advocacy or policies?
- Does your organization promote or sponsor a signature event or award?
- Does your organization attend industry related trade shows?

Company or Organization Name:

Website:

Email:

Any Digital Marketing Goals?