

## Website / Web Presence Checklist

1. Does your website pass Google's Mobile Friendly Test?

<https://www.google.com/webmasters/tools/mobile-friendly/>

\_\_\_\_ Yes      \_\_\_\_ No

2. Phone Number: Easy to Find? Tap to Call?      \_\_\_\_ Yes      \_\_\_\_ No

3. Logo in header on every page? \_\_\_\_ Yes      \_\_\_\_ No

4. Contact Us Page      \_\_\_\_ Yes      \_\_\_\_ No

5. Map/ Directions      \_\_\_\_ Yes      \_\_\_\_ No      \_\_\_\_ N/A

6. Lead Magnet / Call To Action. Is there a time-limited special offer?

\_\_\_\_ Yes      \_\_\_\_ Weak      \_\_\_\_ Strong      \_\_\_\_ No

7. Lead Capture Form on Home Page / Key Pages?      \_\_\_\_ Yes      \_\_\_\_ No

8. Automated Follow-Up Process / Email Newsletter      \_\_\_\_ Yes      \_\_\_\_ No

9. Social Media

\_\_\_\_ Facebook      \_\_\_\_ Google+      \_\_\_\_ LinkedIn      \_\_\_\_ Twitter      \_\_\_\_ YouTube

10. Social media accounts linked to website? \_\_\_\_ Yes      \_\_\_\_ No

11. How frequently are you posting content to social media?

\_\_\_\_ Daily      \_\_\_\_ 2-3 x / Week      \_\_\_\_ Weekly      \_\_\_\_ Monthly

12. Video      \_\_\_\_ Yes      \_\_\_\_ No      \_\_\_\_ On Home Page

Search Engine Optimized? \_\_\_\_ Yes      \_\_\_\_ No

Testimonial videos? \_\_\_\_ Yes      \_\_\_\_ No

People today are more likely to watch a video than read text. People are more likely to buy a product or service after watching a video explaining its benefits. Websites with videos hold visitors' attention longer and get extra points from Google.

13. Social Proof / Customer Reviews: \_\_\_\_\_How Many?

Most recent: \_\_\_\_\_ Ratio of positive / negative \_\_\_\_\_

Location of Reviews: \_\_\_\_\_ On-Site \_\_\_\_\_ Google \_\_\_\_\_ Facebook

\_\_\_\_\_ Yelp \_\_\_\_\_ Other: \_\_\_\_\_

14. Well Written About Page with photos of owner/family \_\_\_\_\_ Yes \_\_\_\_ No

Your About Page should clearly and powerfully distinguish you from similar companies and answer questions like: How did you get into this business? What is your professional training and experience? What are your credentials/successes? What makes you different from /better than similar businesses serving the same area? Why should customers choose your company over other companies providing the same services and serving the same area? Avoid cliches. Be specific. Give examples of what makes you unique and the top choice for your perfect customer.

15. External listings / citations

\_\_\_\_\_Acxiom \_\_\_\_\_ Factual \_\_\_\_\_Infogroup \_\_\_\_\_ Localeze

\_\_\_\_\_ out of top 20 directories \_\_\_\_\_ Complete \_\_\_\_\_ Incomplete

“As Seen In” Google, Manta, SuperPages, YellowPages, and other online directory listings are like a virtual Chamber of Commerce, helping prospective customers find you online, and lending credibility to your business. They also provide high-value backlinks that can help your website rank on Page 1 of search results.

16. Professional / engaging images / graphics \_\_\_\_\_ Yes \_\_\_\_ No

17. Content

\_\_\_\_\_ Well-written description for each product / service (at least 500 words each)

Optimized for product/service/service area? \_\_\_\_\_ Yes \_\_\_\_ No

Linked to other product/service pages? \_\_\_\_\_ Yes \_\_\_\_ No

Optimized Location Pages for each product/service? \_\_\_\_\_ Yes \_\_\_\_ No

18. Logical navigation menu \_\_\_\_\_ Yes \_\_\_\_ No

19. Professional Badges:

\_\_\_\_\_ Chamber Member

\_\_\_\_\_ Professional Association

\_\_\_\_\_ Other: \_\_\_\_\_

20. Privacy and terms of service notices in footer \_\_\_\_ Yes \_\_\_\_ No

21. FAQs \_\_\_\_ Yes \_\_\_\_ No

A frequently asked questions section answers questions before people ever pick up the phone and it helps build trust and confidence in your business. Consider Video FAQs. Video helps you get high quality content for your website and you can use that video to make connections on social media as well.

22. Blog on Site \_\_\_\_ Yes \_\_\_\_ No

Your website needs to be fed fresh content regularly: company news, consumer tips, helpful advice, special or seasonal offers, FAQs, featured customers, featured employees, and more. Videos are ideal content. Videos can be transcribed so they do double duty as both video and written content for your website and social media accounts. Take photographs and talk about them on your website. Fresh content will help your website perform well in search results and reach your targeted audience when they are thinking of buying what you provide.

22. Integrated Marketing Plan. \_\_\_\_ Yes \_\_\_\_ No

Evaluate your entire marketing process and how your website and online marketing fit into the total picture. Your website is the “heart” or core of your overall online marketing plan. Print promotions (letters to customers, postcards, print ads) should send people to your “online home” to sign up for a special offer or a chance to win / contest so that you can capture their contact information and follow up with email on a monthly basis.

Determine how you are going to use your website to attract and build a list of your perfect customers. What kind of content / special offers are needed to attract your perfect customers and keep them buying from you or referring new customers to you. How will you continue communicating with your customers after you have obtained their contact information.

Your website should work as a customer support tool and a friendly resource for high quality information that is useful and helpful to your customers.

**When your website includes all, or a large percentage, of the above essentials, your company will attract more perfect customers in need of your products / services.**