

BRAND REPRESENTATION

- Do visitors to your site gain an understanding of who you are?
- Do you have a list of your services available?
- Do you have website copy that is both SEO friendly and has messaging representative of your brand?
- Does your website reflect your brand standards?
- Is your logo found on each page?
- Do you showcase the story, team, and culture of your company?
- Can they easily click to contact you?

CONTENT

- Do you have a blog on your website?
- Are you regularly publishing new content on your blog or news section?
- Are your posts optimized for sharing on social media sites?

SEARCH ENGINE OPTIMIZATION (SEO)

- Have you created an XML sitemap?
- Do you have a list of target keywords?
- Do you have meta descriptions (under 150 characters long including spaces) for each page?
- Have you incorporated your keywords into URLs, page titles, headers, sub-heads, & copy?
- Did you add title and alt image text to your images to make them readable by search engines?
- Is your site responsive & mobile-friendly?
- Have you created effective 404 pages and set correct 301 redirections?
- Is your site secure with an HTTPS designation?
- Do you regularly click all links to confirm they are still valid?

CUSTOMER RELATIONSHIP MANAGER (CRM)

- Are you collecting visitors email addresses?
- Are you using an auto-responder to send emails to your list?
- Are there business processes (sales, customer questions, etc) that could be automated via your website?

MONITORING

- Do you have Google Analytics connected to your website?
- Have you set short and long term goals for your websites (visitors, subscribers, conversions)?

FUNCTIONALITY

- Is your website backed up should trouble occur?
- How does your website look on smartphones and tablets?
- Can you reach your target audience with your current design and functionality?

GOOGLE MY BUSINESS (GMB)

- Have you claimed your page and verified you are the account owner?
- Did you create a GMB profile with up to date and accurate address, hours of operation, and phone number?
- Have you selected primary and secondary business categories?
- Did you write a short business description (with relevant keywords) under 750 characters?
- Have you uploaded photos and videos of your business?
- Are you actively soliciting and responding to customer reviews and questions?