

## Critical Website Mistakes Checklist

You may have heard the old saying, “***A business without a sign is a sign of no business.***” Today, this applies equally to a business website. If you don’t have one, you are losing potential customers, profits and opportunities for your business to grow. Unfortunately, just having a website does not guarantee success. The rules have changed a lot over the past decade and it is important to make sure your website is up to speed. Here’s a basic checklist that will help you determine what is working and what might need improvement on your business website.

- ☐ Do I have a website for my business?
- ☐ Is my website professional?
  - Does my page load quickly?
  - Does the layout make sense?
  - Is the content relevant?
  - Are there appropriate colors, fonts, sounds, etc?
  - Does my website include my business branding?
- ☐ Is my navigation clear and easy to follow?
  - Does it make sense?
  - Can my visitors easily find what they want?
- ☐ Am I capturing email addresses from my visitors?
  - Do I have an enticing free offer?
  - Am I using a reliable and reputable email system?
  - Am I asking for the right information on my opt-in form?
- ☐ Do I have a clear call to action on my home page?
- ☐ Where is my contact information located?
  - Home page?
  - About us page?
  - Contact page?
- ☐ Is my website interactive? Does it have the following?
  - Graphics
  - Images
  - Videos
- ☐ Do I update my website with fresh content regularly?

- ☐ Are my pages short, to the point and easy to read?
- ☐ Is my Home page content appealing to potential customers?
  - Does it focus on their problems and needs?
  - Does it explain how my business can help them?
- ☐ Is my website spelling and grammar error free?
- ☐ Are my clickable links easily noticeable?
- ☐ Is my website mobile friendly?
- ☐ Do I have my social media sites linked to my website?
- ☐ Is my website optimized for search engines?
- ☐ Do I regularly monitor my website's statistics?
- ☐ Are my products and services easy to find?
- ☐ Is my website customized for my ideal clients?

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We hope this information has been helpful! If you have questions or would like to get some additional help with your website, we would love to speak with you.

Wishing you much success.  
The Brown family

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