WEBSITE CHECKLIST

My best recommendations to improve and upgrade your existing site, with no coding required! Learn more about my practices and edit your site along the way. **Let's go!**

SEO

SOCIAL MEDIA

GRAPHICS

WEBSITE IMPROVEMENT CHECKLIST

Take a second to pull up your website on your computer or your phone. You'll want to explore it as you go through the checklist. Now, let's get started!

☐ Downsize Photos

Full resolution photos can cause a site to load slowly. Use a free service like Pixlr Editor to adjust the image size. When saving, consider saving out the photo at 85-90% of original quality. Your photos will still look great and your website will load more quickly.

☐ Test Your Contact Forms

Test each of your contact forms. Make sure they are easy to fill out, working correctly, and that they send to the right place after submission.

Check for Broken Links ☐

Navigate around your site like you're a new visitor. Click each link you see to make sure it navigates to the correct page or file. Replace any broken links with correct paths.

Bonus Tip: Each time you link to a third party site, set the link to open in a new browser window. This way the visitor won't navigate away from your site when clicking the link.

☐ Clean Up Navigation

Make sure your main navigation, the menu at the top of your site, is clear and concise. It should be easy for visitors to navigate to all of your key pages.

Include Links to Social Media

☐ Include links to your social media in the footer of your site. Your website should be a one-stop shop for visitors to learn everything about your business, including checking out your social feeds.

Add a Favicon

Add a custom favicon to your site. A favicon is a small icon that appears at the top of a web browser. It serves as branding for your website and is a convenient way for visitors to locate your page when they have multiple tabs open.

Add a Mission Statement

Make sure your home page clearly represents what you do. Consider adding a mission statement or description of your business near the top of your home page.

Don't Be Shy

Add an about page that tells your site visitors about YOU! People love to see the face and personality behind a business or blog.

Add CTA's

CTA stands for "Call to Action". Give your website visitors an easy way to find what they need on your website. Add links and buttons to guide your visitors to what they need - and what you need.

Blog Away

Consider writing a blog post for your site at least once a month. Search engines will discover the new content on your site and index it to appear in relevant searches. Use your blog to write about topics relevant to your business and industry.

Originally found on

STEPHRUPP.COM