
DOES YOUR WEBSITE MEASURE UP?

USER EXPERIENCE / USABILITY

- Fast site load time - Use Google PageSpeed Insights – score should be over 70 for desktop speed
- Site is mobile friendly - Check with Google’s Mobile Friendly tool
- Good home page layout - A new visitor should be able to tell exactly what your site is about and what you want him/her to do within 2 seconds of landing on the page for the first time
- Interior page layouts – Make it easy for the visitor to find what they’re looking for, minimize distractions on each page (focus on the critical content)
- High quality calls to action (CTAs) with appropriate frequency
- Website content and layout is simply and logically organized – things are where people expect them to be and the content addresses their main “pain points”
 - Navigation across the top
 - Lots of internal links to connect content
 - Phone number is prominently displayed at the top of every page
 - There’s an easy alternate way to contact you (e.g., Contact Us form)

WEBSITE CONTENT

- Well-written content that provides the information your customers are looking for, evolves over time, displays your personality, and is regularly updated
- Strong message that makes it clear what you do and who you are (make this first impression work for you!)
- Engaging – people actually read it, comment, reply, etc. – use heat mapping to see how much people read
- Integrated with social media and email marketing efforts
- Length - Minimum 300 words per page, 500 is better
- Written for humans, not search engines (and no keyword stuffing!)
- Readability - Aim for grade 7 or lower on Flesch-Kincaid scale and a high percent of active sentences

- Contact information on every page - Make sure Name, Address and Phone number is exactly the same on all pages and the same as on all other sites (e.g., Facebook, local directories, Google My Business)

DESIGN

- Clean, straightforward design with lots of white space - uncluttered
- Reflects your brand – includes logo and consistent colors throughout
- Uses professional photography and graphics that enhance the content and design
- Easy to read – text is crisp and clear, uses a large and simple typeface (15 or 16pt font size for body copy, 24+pt for headings), and has good contrast with background

SEARCH ENGINE OPTIMIZATION (SEO)

- Includes links both to (outbound links) and from (inbound links) authority sites
- Unique and appropriate meta data on all pages – each page has a different title and description
- Based on thorough keyword research – but no keyword stuffing!
- Claim and complete as many relevant local directory listings as you can
- Claim and complete your Google My Business page

MARKETING & PR

- Use social media to spread the word – include logos/links to each social media platform you use and make it easy to share your blog posts
- Website content should support and enhance email marketing (e.g., link back to blog posts or main pages)
- Content should fit with other marketing efforts (e.g., press releases, articles, presentations, sponsorships, etc.)
- Uses unique landing pages for each PPC ad group and/or campaign

WEBSITE OWNER EXPERIENCE

- Website helps you meet your business goals (if you can't measure this, or if it's not impacting the bottom line, then it's time to reassess your website)
- Easy to edit and update (by you, if you want to do this)
- Hosted with a highly reputable company with excellent security
- Can be moved to another hosting provider without loss of content, design or SEO
- You own the design and content and have all the files (e.g., graphics, content, code)

TECHNICAL STUFF

- Uses standard HTML5 and CSS to build and style pages – not Flash, tables, or lots of extraneous code
- Loads quickly – run a speed test to check
- Works in all major browsers (e.g., Chrome, Internet Explorer, Safari, Firefox)
- Has metrics and site analytics built in - install Google Analytics
- Does what it's supposed to do – all functionality works flawlessly
- Uses responsive design and looks good on all mobile devices – run Google Mobile-Friendly test to check
- All pages are indexed - Search Google for site:yourwebsite.com and/or use Screaming Frog SEO Spider to make sure all your pages show up. If they don't, check your robots.txt configuration
- No crawl errors (check Google Search Console)
- Canonicalization (website loads on <http://www.yourwebsite.com> OR <http://yourwebsite.com>, NOT both)
- Site is findable for company, products, brands - Search Google for your company etc. – Do you show up?
- Both HTML and XML sitemaps are present - Check here:
www.yourwebsite.com/sitemap.xml (replace 'yourwebsite.com' with your URL)
- Site has geographic Schema with business Name, Address and Phone number - Use Schema Creator

- Site uses https:// instead of http:// - This requires an SSL certificate through your hosting provider
- Search-friendly URLs - Use real words, not dates, code, etc.
- Unique and relevant meta data on all pages - Use Screaming Frog to check
 - Duplicate title tags
 - Missing meta descriptions
 - Duplicate meta descriptions
 - Duplicate H1 headers
 - Missing H1 headers
- Check the number and type of links on the page - Use “nofollow” for paid links and ensure there are no broken links (use Broken Link Checker)
- Review of internal link structure (including anchor text)
- All images are optimized (names, size, alt tag) – Check ‘Images’ using Screaming Frog

HELPFUL TOOLS

Before you start, you’ll want to download or bookmark these free tools:

Screaming Frog SEO Spider

<https://www.screamingfrog.co.uk/seo-spider/#download>

Google Site Speed

<http://developers.google.com/speed/pagespeed/insights/>

Google Search Console (formerly Webmaster Tools)

<https://google.com/webmasters/tools>

Mobile-Friendly Test

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

Schema Creator

<http://schema-creator.org/organization.php>

Broken Link Checker

<http://www.brokenlinkcheck.com/>

Google Keyword Planner

<https://adwords.google.com/KeywordPlanner>