

# Checklist for a successful website.



## 01 Domain name and hosting?

Is your domain name simple? Does it reflect your brand identity? Storing user data securely?

## 02 Quality photos and images?

Quality imagery does make a difference. It will lift your website to a new level.

## 03 Blog/News section?

Great for SEO and keeps your website looking fresh and engaging for visitors.

## 04 Mobile responsive?

No-brainer. Your site must look great and work seamlessly across all devices.

## 05 Engaging copy?

Keep it interesting, authentic, easy to read and relevant. Use bullet points.

## 06 SEO?

First page on search engines? Ask an SEO company to run an SEO health check on your site.

## 07 Content management system (CMS)?

Are you using it enough? Are your news or blog pages current?

## 08 SSL certificate?

Search engines are now flagging any websites without an SSL certificate as insecure.

## 09 Google Analytics?

You need to analyse your site traffic. What pages are users engaging with most? Why?

## 10 Are you completely happy with the web design agency you're using?

If not, why not? Now talk to [www.intuitiv.net](http://www.intuitiv.net) 😊

## 11 GDPR compliant?

Make sure any data and sign-up processes are GDPR compliant.

## 12 Favicon?

The little logo or icon used in your browser address bar, tab and bookmarks.

<b>13</b>	<b>Looking good on different browsers?</b> Check Google Analytics to see what browsers are being used. Then test with those browsers.	<input type="checkbox"/>
<b>14</b>	<b>Looking good on different devices?</b> Test your site on actual devices. You'll be surprised by what you find.	<input type="checkbox"/>
<b>15</b>	<b>Site speed?</b> Your pages need to load fast on mobile as well as desktop - ideally in less than 3 seconds.	<input type="checkbox"/>
<b>16</b>	<b>Grammar and spelling?</b> Nothing looks quite as unprofessional as typos and bad grammar;	<input type="checkbox"/>
<b>17</b>	<b>Forms?</b> Are they working? Are they going to the right address(es)?	<input type="checkbox"/>
<b>18</b>	<b>Title and meta tags?</b> Are they an enticing snapshot of the page and within the recommended character length?	<input type="checkbox"/>
<b>19</b>	<b>Reciprocal links?</b> Are clients, affiliates, directories and professional bodies linking to your site? Google likes it.	<input type="checkbox"/>
<b>20</b>	<b>Smooth user experience?</b> Think of your favourite website. Why do you like it so much? Why does it work so well?	<input type="checkbox"/>
<b>21</b>	<b>Time for a redesign?</b> 'Shelflife' for most websites means 1.5 to 2.5 years. Or less if circumstances demand it.	<input type="checkbox"/>

## Score

How many boxes ticked?	Rating
0-5	Phone someone. Now.
6-10	You have some things in place, but there's still a lot more to do. Give us a call if you need some advice.
11-15	Looks like you're doing the right things. Keep going. If you're unsure about any points, just drop us an email at <a href="mailto:hello@intuitiv.net">hello@intuitiv.net</a>
16-21	Great, well done! Each point on the checklist is important though - it's worth getting them all ticked off if you can. And remember the life span of a website is 1.5 - 2.5 years. Is it time for a redesign yet?