



# WEBSITE WELLNESS CHECK-UP



Is your Website working for you? It should be! Even when you are sleeping, your website should be taking inquiries, attracting your dream clients, answering questions, and even ranking in your client's search engine questions. Walk through this Website Wellness Checklist to ensure your little corner of the web isn't scaring potential clients off. Or even worse, not being seen by anyone! Let's get your website working for you!

## CHECKLIST OVERVIEW

- Purpose**
- Navigation**
- Design**
- Brand**
- Links/Contacts**
- Search-ability**
- Extra Credit**



**PART 1**

- Purpose
- Navigation
- Design

**1**

**PURPOSE**

- Is your mission apparent from the first few seconds a visitor lands on your site? (Hurry! You get 10 secs. No kidding.)
- Speaking of, how quickly does your visitor know the next step you want them to take? They need direction immediately. (Buy, donate, inspire, educate...)

**2**

**NAVIGATION**

- When your dream client arrives on your site, do they know how to navigate to the information they need? Have a simple menu.
- Visitors need to roam your corner of the internet with ease just using their understanding of the internet. Is your site intuitive?
- Can everyone get information on your site? Accessibility is key!



Have a friend or two click through your navigation. Did they have any hiccups?

**3**

**DESIGN**

- Would you say your look and layout are current with the trends of your field?
- Engaging, responsive, cohesive...are these words a visitor would use to describe your site?
- Is your website skimmable with headings and subheadings?
- How's your mobile site? Over 60% of visitors are on mobile. Make sure your site is mobile-friendly.





## 4 BRAND

- Do your digital assets, company branding, and website all look like they belong together?
- Are your colors and fonts consistent throughout?
- Have you insured the tone and verbiage of your site are uniquely you but also allow message clarity?

## 5 LITTLE THINGS

- Proper professional punctuation always wins. Time to double check!
- How's your spelling? Is everything spelled correctly?
- Do your links all lead to where they are supposed?
- Have you tested your contact form and email capture lately?

 These little checks are a great thing to trade with your biz bestie. You check their site and they can check your site. Maybe even monthly!

## 6 SEARCH-ABILITY

- Are you searchable? Try your keywords in a search engine.
- Check your analytics. Do you see the traffic patterns?
- Where is your traffic coming from? Which page is it hitting?
- How long do they stay before they bounce?
- This information can help you see where you need to focus your keyword strategy on. For example, hone in on where your visitors land and boost the info and CTA at that point of entry.



### TOP MARKS TO YOU IF...

- Add a Favicon (the tiny image on the tab next to the website name) of your logo or business initial.
- Limits Pop-ups. Don't be THAT company.
- Add a Bio Photo of you!!!

### JAZZ HANDS FOR YOUR WEBISTE

- Set up text notifications from your website.
- Make it Multilingual. (Yes, you can do that!)
- Incorporate a chat bot into your site. Pick a one (powr.io, chatra, manychat...) and embed the code!



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