



The Ultimate Website Checklist



**GOLD COAST
BUSINESS WEBSITES
& TRAINING**

Making Websites Simple

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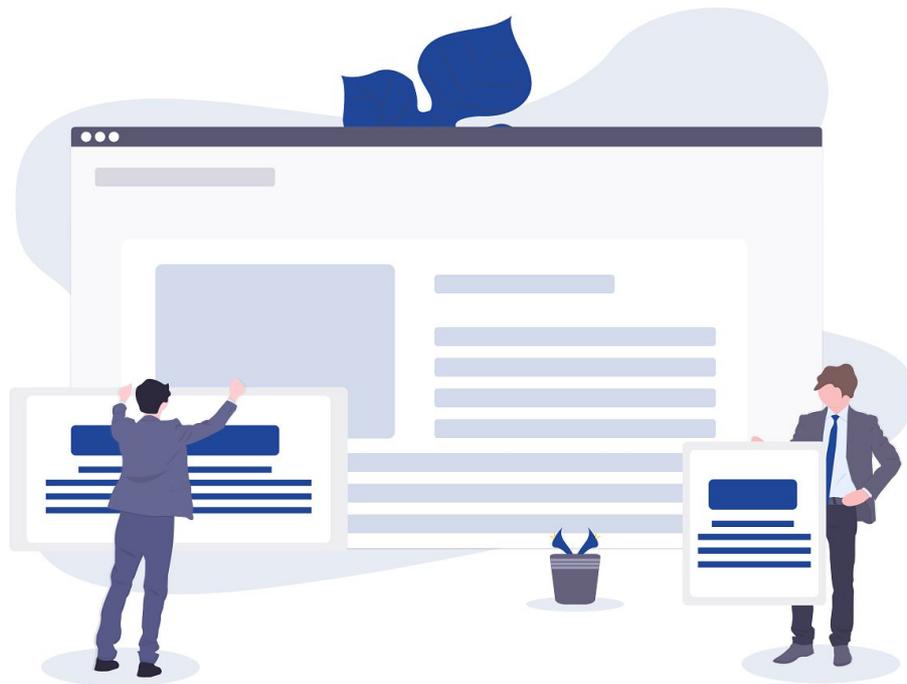


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Introduction

Hi there Business Builder

Thank you for downloading this copy of the Ultimate Website Checklist.

We have compiled this checklist from working with clients for the past 19 years of being in the web design business.

It contains everything, that we know to be current (as of the year 2020) which will ensure you to have a very successful website, which will generate leads and ultimately more sales.

If you don't have a website or are in the process of building one, this is also helpful to ensure you get everything you need before you go live.

We kick off with the **Technical** section that you need to have as part of being a website owner. This is to ensure that you have direct ownership to all your accounts and are not setup or owned by anyone else.

The second part is about the **Website** and what we consider to be essential for the overall success of your site. It includes elements that are a "must have" in order for your site to be more effective.

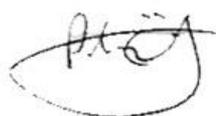
The third or last section deals with some **Other** things that you might want to consider and are important for your offsite success, such as having social media accounts set up completely.

Print this document and tick the boxes in each section check if you have what we have listed. If you find that you don't have the essential components, reach out to your website developer, show them this list and get them working on updating your site.

If you don't have a website developer, we can certainly help with implementing the missing components.

To Your Success

Best Regards



Paul Luxford
Managing Director

1. Technical

This list is the vital information you need for total control of your digital assets.

Domain Name

- I fully own my domain name.
- It is in my business name.
- My name and email is listed on the registration.
- I receive all the renewal notification emails.

If your domain is not owned by you, it is important to get full ownership.

Website Platform

- I know what platform my website is built on? Eg WordPress, Wix, Squarespace, Weebly, Shopify
- I have the username and password for this account and it is securely stored.

Website logins

- I have the username and password for my website and it is securely stored.
- Password is strong (minimum 8 characters including numbers, special characters and capitals).

Hosting account information

- I have the username and password for this account and it is securely stored.
- Password is strong (minimum 8 characters including numbers, special characters and capitals).

Security / Maintenance

- I have a WordPress website and I maintain my website.

If you are not maintaining your website, you are leaving all your hard work at the risk of being hacked - 30,000 websites are hacked daily according to [Forbes](#). We recommend our [WPGeni.com](#) service to help you with that.

2. Website

This list is what you need on your website for ultimate success.

Design

- Meets standard practices of web design for my industry.
 - The layout is consistent with many other popular competitor websites.
- Device optimised - displays perfectly on all devices:
 - I have checked my website on Mobile
 - I have checked my website on Tablet
 - I have checked my website on Desktop
- Easy to find information and helpful to new and existing visitors.
- Images used are consistent with target audience.
- Clear calls to action.
 - I easily let my visitors know what I want them to do. eg Call, Book, or complete a registration process.
- Contact information easily found in header and footer.

Content

- Home page contains all the necessary components:
 - Core headline message, addressing the main problem and how you solve that problem or problems.
 - Clear call to action.
 - I have a professional video to introduce my business and services.
 - There are “junction” or service boxes linking to each section.
 - There is a social proof section - customer reviews
 - The copy or content is written for the exact target market.
 - There is a lead magnet or offers.
 - There is a latest news section.

Content continued...

- About page
 - This page is “not about my business” it is about how the visitor will benefit from my services.
 - This page has a video to introduce my business, the content is about how we solve the target markets problem and not about me.
- Overall, the website communicates simply what I do and how. The content is easy to read and understand and does not include technical jargon.
- Content is written in a way that appeals to the visitor - it is about them, not all about me.
- Service pages on separate pages and sales copy written for each - minimum 600 words.
- Addresses objections
- Frequently Asked Questions section and a page dedicated to them.
- Client reviews / testimonials and a page dedicated to them.
- Sitemap page.
- Terms & Conditions page.
- Privacy Policy page.
- Custom 404 page
- All old links have been redirected.

Marketing

- Lead magnet - I am giving away something for free in return for lead info, eg name and email and/or phone.
- Landing pages setup for campaigns.
- All forms are connected to an Email Marketing service or Customer Relationship Management System (CMS)
- Facebook pixel has been integrated and tracking visitors and a remarketing campaign has been setup for my website visitors.
- Exit intent popup

Search Engine Optimisation

- Each page is focussed on one keyword and using latent semantic indexing.
- All pages have at least one H1 tag and the content is broken up with H2, H3, H4, H5 and/or H6 heading tags.
- All images have alt tags.
- Every page has a custom meta title and description with core keywords.
- Relevant pages have outbound keyword phrase links to internal pages or quality websites.
- Schema markup has been added to relevant pages.

Website Load Speed

- My website loads within 3 seconds
- My website images are all optimised and uploaded as small as possible in file size.
- I am only loading resources that I need on each page.
- I use a Content Delivery Network (CDN)

It is really important that your website load quickly, otherwise visitors will leave your site in frustration.

Analytics

- Google Analytics & Search Console are setup and integrated.
 - I have checked Google Analytics is working on my website using the [Google Tag Assistant](#) Chrome tool
 - I have installed the Google Analytics app on my phone.
 - I have bookmarked my Google Analytics account on my computer browser.
 - I am or I have someone regularly checking the stats on my website visits and bounce rates.
- Facebook pixel has been integrated on my website.
 - I have checked this using the "[Facebook Pixel Helper](#)"

Analytics continued...

- Google Tag Manager is setup (Optional but recommended)
 - I have checked Google Tag Manager is working on my website using the [Google Tag Assistant](#) Chrome tool.
 - I have full admin access to this account. (if someone set it up for you).

Functionality

- I have checked all forms are working and I am receiving all notifications, plus the form is sending an auto response email to the person completing the form.
- After I submit all forms, I am sent to a personalised custom thank you page.
- All pages work as they should, on all devices (mobile, tablet & desktop).

For Shops / Ecommerce / Membership sites:

- I have checked all payment systems are working - all email notifications are coming through for payment receipts and admin notifications for new orders.
- I have checked the customer flow and it is easy and effortless.

Security Essentials

- Website has an SSL Certificate.
- My website meets GDPR standards (for all websites that service the European Union - must have a optin cookie popup clause on your website).
- I have 2 factor authentication enabled on my website login screen.
- I am running the latest server PHP recommendations (if not sure, contact your host to ask more about this).
- I have reCaptcha setup for all my website forms (this is stop spam form submissions).

3. Other

This list is what you need for external services.

Google My Business local listing setup

- I have full access to the account and I know and have stored securely the Gmail username and password.
- I add regular / weekly Google My Business posts / updates.
- I have setup my account 100%

Social Media Channels all up to date and 100% setup completed.

- Facebook page
- LinkedIn personal profile
- Instagram (if applicable)

A note about login information / username and passwords

It is essential that you have full admin access to all your accounts, including domain name, hosting and website.

If your website developer has created those accounts for you, make sure that they set them up in your name and not theirs, as you should own those assets, not them.

Conclusion

Thanks again for downloading this checklist.

We hope that it has helped you to identify some missing core elements that your website needs to become all that it can.

Make sure to implement the changes as soon as possible, so that you can experience the success that many of our clients have had with their websites.

If you need more information or would like to reach out to us to discuss your website, you can find our contact details below:

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