



FAITH LIVERSEDGE

STORYTELLER

WEBSITE CHECKLIST

- **Clear navigation** - are your page names logical? Are your contact details on every page? Have you included a contact form?
- **Content optimised for search** - is your website optimised from a search engine point of view? Does the copy also tell your client what's in it for them? Or is it formal, bland, full of jargon and focused on you?
- **Mobile ready** - does your website look good on all devices?
- **Security** - does your website display the green padlock symbol? Some browsers (such as Google Chrome) will warn visitors before they enter a site without an SSL certificate.
- **Fast loading** - a slow site is frustrating and will also affect your search engine ranking.
- **High quality imagery** - are you using cheesy stock photos? Do you have photos of you and your team on the site? If so, do they look professional?
- **Video** - does your website have a video? You're 50 times more likely to show up first if you have a video embedded on your site.*
- **Hard working testimonials** - are your quotes and case studies authentic and varied? Or are they predictable and repetitive?
- **An active blog** - do you have a blog? If you do, are you posting regularly and strategically?
- **Good hosting** - does your website host include daily backups, regular maintenance and 24/7 monitoring for downtime and attacks?

*Source: Moovley, 2018

ARE YOU MISSING ANY?
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