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Website Check-Up

Use this checklist to give your website a thorough check-up! Working on these key areas will help you create a professional, user-friendly, and optimised online presence. Ready to make your site shine? Let's get started!

Design and Layout:

- Is the overall design visually appealing and professional?
- Can visitors easily find what they need?
- Do the images and graphics look great and match the content?
- Does the layout highlight important elements, like CTAs (calls to action)?
- Is your design responsive and mobile-friendly?

Fonts and Colours:

- Are the fonts easy to read and consistent throughout the website?
- Do the colours align with your brand and convey the right feelings?
- Is the contrast between text and background colours good for readability?

Text Length and Readability:

- Are paragraphs and sentences short and easy to read?
- Have you used subheadings, bullet points, and other formatting to break up the text?
- Have you checked the content for grammar, spelling, and punctuation errors?
- Is the main message or value proposition clear and easy to understand?

User Experience (UX):

- Does your website load quickly and smoothly?
- Are the navigation menus intuitive and easy to use?
- Are there clear CTAs guiding users to take desired actions?
- Is the contact information readily available?

Social Media Integration:

- Are social media icons and links included for all your profiles?
- Have you integrated your latest Instagram content to your website?
- Are there social share buttons on blog posts and other key content?

Content:

- Is your content engaging and relevant to your target audience?
- Does it accurately reflect your products or services?
- Is the content well-structured with clear headings, and subheadings?
- Are the headings compelling and attention grabbing?
- Is the content regularly updated to stay current?

SEO (Search Engine Optimisation):

- Have you used relevant keywords in your content?
- Are the meta tags (title, description) optimised for search engines?
- Have you added alt text to images for accessibility and SEO?
- Are internal links connecting related content to improve navigation and SEO?

Mobile-Friendliness:

- Does your website display properly on mobile devices and tablets?
- Are buttons and links large enough to be easily tapped with a finger?
- Is the text readable without needing to zoom or scroll excessively?
- Are images optimised for faster loading on mobile devices?

Analytics and Tracking:

- Have you set up website analytics tools (like Google Analytics) to track visitor behaviour?
- Do you review analytics regularly to identify key areas for improvement?
- Have you defined key performance indicators (KPIs) for your website?

Usability Testing:

- Have you asked friends, family, or customers to provide feedback on the website?
- Are you monitoring user feedback and addressing any recurring issues?