

10-Question Website Checklist

Here's a brief checklist to help you update your website to engage your audience, deliver on your brand promises, and drive conversions in a post-COVID-19 world:

1. Do you reassure the audience on the homepage that they've come to the right place?
2. Do you answer common questions? (Ex: price, location, what you do, how something works)
3. Do you make it easy to take action? (Ex: buttons, contact forms, phone numbers clearly visible)
4. Are all products and information on your site current?
5. Are there broken links or obsolete pages that need to be fixed or updated?
6. Is your look unified and aligned with your core brand?
7. Do you have images of people, and do they reflect diversity and inclusion?
8. Can you navigate to all areas of your site in three clicks or less?
9. Does your site demonstrate tangible benefits and differentiate your organization from competitors?
10. Do you have systems in place to capture user data for targeted follow-up and lead nurturing?

