

Thinking inside the Box



A guide to reviewing your website
DIY or with our help

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REVIEW THE BASICS

View your website through the eyes of a visitor. How easy is your site to navigate? Check each page on your desktop and mobile device to ensure it loads properly, and links are pointing to the correct pages. Verify your contact form works and you are receiving submission notifications.



SITE SPEED ANALYSIS

Visitors are likely to leave a website if it does not load within a few seconds. Slow site speed can also result in poor search engine rankings. Use a tool, such as Google PageSpeed Insights, to determine what is affecting load times and implement the recommendations provided.



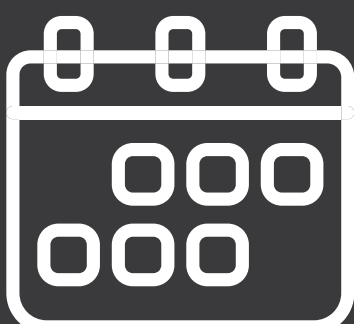
TECHNICAL AUDIT

Make your website's health a priority. All plugins and website hosting should be running on their latest versions. Check-in with your reporting tools consistently to make sure they are connected and reporting data. Run a broken link audit frequently.



CONTENT REVIEW

Is the content on your website comprehensive, up to date, and informative? Pay attention to content structure and context- the text, pictures, and call to action should be relevant to the specific page you are viewing. Don't forget to review for spelling and grammar mistakes!



WEBSITE ADMIN PLANNING

Create a plan to evaluate and maintain the topics above on a monthly basis. Set calendar reminders, establish automated reporting tools, and visit your website weekly.