

WEBSITE CHECKUP

A guide to having an effective and findable website

 Created for Americas SBDC Counselors

Define Your Website Objectives

Target Market

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Describe your ideal market. What is their lifestyle, their problem to be solved and where they are seeking solutions to the problem.



What is your overall value statement to satisfy your prospects needs? How do you provide a benefit? What are must have's for your website. What do prospects NOT care about.

What Do They Need

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Discover Keywords



Keywords are the words and phrases that your potential customer is using to find you or to solve the problem that you solve.

List the words and phrases customers might use to find you in a search. Go from general to product specific

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Keyword Tools

[Google Keyword Planner](#), [Moz's Keyword Explorer](#), [KW Finder](#), [Keyword Tool](#)

Elevator Speech

What is Your Elevator Speech:

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Briefly and concisely describe your business so that the prospect understands what you do and how you solve their problem. This concise statement should be on your home page, above the fold and include main keywords.

On Page SEO

Free SEO Tools

[Screaming Frog](#), [Google Page Speed Insights](#), [SeoSiteCheckup](#), [Moz Local Listing](#), [Google Mobile Friendly](#)



Start by running the website url through these free tools. It will help you identify possible problems and help you find meta tag information easier.

Main Keywords

What appears to be the main keywords used on the main page. Do this for all other pages as well. Use the tool results to help.

Title Tags

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing. The title tag of a web page is meant to be an accurate and concise description of a page's content.

Optimal Format: 50 to 60 characters

Primary Keyword—Secondary

Keyword|Brand Name

Existing Keywords

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Suggested Keywords

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Existing Title Tags

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Suggested Title Tags

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On Page SEO (continued)

Description Tag

HTML attributes that summarize the meaning and purpose of a page. They commonly appear underneath the blue clickable links in a search engine results page (SERP).

Optimal Format: 160 Characters

Not tied to search engine rankings, however are very important in gaining user click through from SERPS. The description should concisely describe the page using common

Header Tags

The H1, H2, H3 (etc.) tag defines the heading on a website page as the most important in order. The H1 tag should be used once per page and should define clearly what the page is about. H2, H3, etc. should be used for secondary keywords and primary keywords for other pages.

Internal Links/Anchor Text

Links that point to other content and /or pages on the same domain. These help with SEO but more importantly help the user have a better experience. -

URL

The url's of webpages and blog posts should have keywords .

Existing Description Tag

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Suggested Description Tag

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Existing Header Tags

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Suggested Header Tags

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Suggest Internal Links

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Suggest URLs

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On Page SEO (continued)

Photos/Alt Tags

Photos are an important element for viewers but can not be seen by Search Engines. The alt tag should describe the appearance and function of the website.

Optimal Format: Should be short, concise and both describe the photo and the context. Stay relevant and avoid being spammy.

Load Time

Ideal Load Time for the majority of users should be 1 second. Ideal load time is 1 to 4 seconds. Anything 7 seconds and above is bad.

Other Observations

Any other observations that might effect search engines results or viewer experience

Existing Photos & Alt Tags

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Suggested Photos & Alt

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Current Load Time

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Possible Fixes

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Content/User Experience

Page Content

- Does each page communicate what it is about.
- Does the content speak to the target market?
- Is the content on EACH page focused on a main keyword/

Suggestions

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Best Practices

- Is there a contact page and about page
 - Is the address, phone, etc. on EVERY Page
 - Does the website have prices, and other imperative information
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Website Purpose

Is it apparent what this website is about or what the business Does? Is the value proposition or elevator speech present?

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Navigation

- Is the top level navigation menu simple and easy to follow?
- Can the top level be simplified with dropdowns
- Is it easy to find things
- Is the sub menus/anchor links to help with navigation

Suggestions

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Off Page SEO

Inbound Links

- Does the site have inbound links?
- Are they good links (relevant from good websites)
- Do they avoid borrowing, begging, bartering, bribing and buying

Moz Inbound Search Tool

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Mobile Optimization

Google Mobile Friendly Tool

Is there a contact page and about page

- Is the address, phone, etc. on EVERY Page
- Does the website have prices, and other imperative information

Social Media

- Is the business using the best social media for their audience?
- Is audience engaged?
- Is Website Hub and connected

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Moz Local Listing Tool

Local Search

- Are local listings complete
- Are their reviews
- Does the website incorporate local keywords and content?
- Does social media address local keywords and content

Suggestions

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