Website review checklist

Use this checklist to maximize your business' website potential.

Basic information

✓ Ensure your hours, location, and contact information clearly display at the top of your homepage.

✓ Link to a mapping service like Google Maps for directions to your business.

✓ Explain on your homepage what makes your company different than your competitors.

✓ Make it easy to tell if you offer takeout and/or delivery.

✓ Give your customers a clear call-to-action (CTA) with a *working* link, such as:

- Call now
- Order now
- Contact us
- Learn more

✓ Make sure social media and reviews display prominently.

- If you *don't* have social media (or only use some of them), remove those links and icons.

✓ Your About page should tell a good story about you, your employees, and your business.

Content organization

✓ Have five or fewer top-level menu items to ensure easy comprehension.

✓ Ensure your site speaks to your site's audience.

✓ Determine what info needs to be updated frequently, and ensure you actually update those items.

✓ Check to see if there's overlap or repeated information on your site that can be condensed. (Less copy and paste!)

Product listings

✓ If you're B2C, make sure your product descriptions don't use a lot of business jargon.

✓ Ensure *all* of your products have evenly sized photos *and* unique descriptions.

✓ Have photos of your products at multiple angles.

✓ Make your product images zoomable/clickable.

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Formatting

- ✓ Avoid centered text –it's hard to follow.
- ✓ Use the built-in styles and headings in your website editor:
  - o Adding structure makes your content easier to maintain and export, and improves search results.
  - o Some sites can build tables of contents and menus automatically based on heading styles.
  - o Don't use more than two fonts. Styles help with this.
- ✓ Avoid ALL CAPS for emphasis:
  - o Doesn't add value or structure.
  - o Use bold and italic.
  - o Use underlining just for links.

Usability

- ✓ Make sure links are clearly links.
- ✓ Check color contrast, especially with text over images.
- ✓ Test your site on different devices like desktop computers, laptops, phones, and tablets.

Website maintenance

- ✓ Remove "Under construction" pages because you'll never finish them!
- ✓ Don't create a blog unless it's mission-critical:
  - o Maintaining a blog is time that could be spent elsewhere on your business.
  - o Ensure it adds specific value.
  - o Ensure you update it regularly.
- ✓ *Don't* put your website up once and never update it:
  - o A copyright date that's a few years old loses credibility.
  - o Make it appear that your company is active online.

Need more help? Want a deeper dive? Contact [Ham on Wry Media](#).