



Brutally Honest Website Checklist

Does your website suck? This checklist will tell you which areas of your site need improvements. We'll even offer some tips and next steps on how to make your website work for you.



How it works

You go through the checklist. It's separated into five sections, each with a different general focus. For every checklist element your website has, check the box. If your website doesn't have the checklist element, leave the box blank. At the end of the checklist, you tally up the number of checks you've made, and you get an assessment based on that number. Sound good?

Cool, let's find out how shitty your website really is.

CMS (Content Management System)

- ☐ Your CMS is scalable. It grows as you do, seamlessly.
- ☐ Your CMS supports SEO. Aka, Google loves it.
- ☐ Your CMS is easy to use. Anyone on your team can make updates.
- ☐ You've got great hosting. Page speed is fast and your site is visible to search engines.
- ☐ Your support team is more than one IT guy.

Design & UX

- ☐ Clear site navigation. You can find anything on your site in less than 3 clicks.
- ☐ Your site has a clean, simple page structure.
- ☐ Your site has header and footer page links.
- ☐ Whitespace. Your site layout is clean and spacious.
- ☐ Cohesive design. Your site represents your brand consistently throughout.

SEO (Search Engine Optimization)

- ☐ You have Google Analytics.
- ☐ You use meta descriptions, alt tags, and title tags.
- ☐ You have target topics and keywords.
- ☐ You publish content regularly.
- ☐ Your site has no broken links, redirects or page errors.
- ☐ You know, and use an internal linking structure.
- ☐ Configured robots.txt, sitemap.xml, and .htaccess.

Lead Generation

- ☐ Call-to-Action. You have CTAs on every page.
- ☐ Landing pages for every offer and ad campaign.
- ☐ Short forms that encourage conversions.
- ☐ Helpful pop-ups that don't frustrate site visitors.

Website Functionality

- ☐ Quick load time (3 sec.), and fast page speed.
- ☐ Your site is mobile responsive, and it looks good.
- ☐ Minimal sections of JavaScript and Flash.
- ☐ Your sites HTTPS URL is secure.

Total Points: _____

You checked between 1-9

We're not pulling any punches — your website is shitty. Don't feel bad, you can only go up from here. Chances are, you don't have much support managing your site, and that's not your fault.

What should you do?

We strongly recommend you look into a full-service digital marketing agency with serious website design skills, who can help you get a solid foundation going, and then build on it with a content marketing strategy that can help your SEO positioning.

You checked between 10-19

Your website is what we'd consider a mid-tier shitty website.

You've got some functionality, but you're probably not performing well on search engines (Google), and your site visitors are often frustrated when your site is slow or hard to navigate.

What should you do?

You'll benefit from a digital marketing agency's support in the SEO and usability aspects of your site. They can help you implement the changes you need to grow your digital presence, and bring qualified leads into your site for strategic company growth.

You checked between 20-25

Congratulations! Your website is only partially shitty. Even if you missed one or two points, each point is a key feature that will set your site apart from the competition, and help you close more deals, faster.

What should you do?

Right now, your website is functional, and probably looks decent, but it's not doing you any favors. Choose a digital marketing agency with experience delivering successful growth strategies. Since you already have a decent foundation, they'll be able to help you build on it to capture and nurture leads, so all your sales team has to do is sell.



Does your website suck?

At Evenbound, every website we build is created to serve as a foundation for a comprehensive marketing and growth strategy. If you're ready to unlock the capabilities of your website, let's talk!

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