

Details Checklist

Use this checklist to review your website regularly to ensure it's up to date, speaking clearly to your ideal audience, and that it's functioning properly in a technical sense.

Links & Email

- Are your Schedule a Call links connected properly to your calendar? YES NO
- Are your Social Links directing users to the proper social sites? YES NO
- Are your Contact Links or forms working properly? YES NO
- Are all your navigation links working? YES NO
- Is the mobile version of your site is optimized and responsive? YES NO
- Are your email opt-in boxes working? YES NO



If you have a Gmail address, you can test your opt-in process with ease. After your email address, but before the @ symbol, add a plus sign (+) and a word. This gives you infinite unique email addresses and helps you test things without having to unsubscribe yourself over and over.

Examples:

- *yourname+marketing@gmail.com*
- *yourname+optintitle@gmail.com*
- *youname+marketingtest@gmail.com*
- *yourname+optintitle1@gmail.com*

Details Checklist

Use this checklist to review your website regularly to ensure it's up to date, speaking clearly to your ideal audience, and that it's functioning properly in a technical sense.

Images & Copy

- Are the images loading smoothly and quickly? YES NO
- Are the images on your site optimized for speed? YES NO
- Do you have alt tags on all images? YES NO
- Is the copyright date in the footer of your website up to date? YES NO
- Have you double-checked to make sure there are no typos on your website? YES NO
- Have you double-checked to make sure there are no typos in your email opt-ins? YES NO
- Is your site easy to navigate? YES NO
- Have you set up (or updated) your website SEO? YES NO
- Have you reviewed your website analytics in the last couple of months? YES NO
- Is your branding (messaging and visuals) consistent throughout your site? YES NO
- Is your most recent logo and branding up-to-date throughout your website? YES NO