

it'seeze websites

Helping your business grow

10 THINGS YOUR WEBSITE MUST HAVE !

1 BANNER IMAGE ON HOME PAGE

- Is this eye catching enough?
- Does it sit at eye level?
- Is it making the right impression?

2 QUALITY CONTENT

- Always write for the reader first, search engines second
- Have you spell checked and proof read all content?
- Have you used relevant keywords to your business?

3 INTERNAL LINKS

- Is your website navigation clear?
- Can visitors easily find additional information?
- Are pages shown clearly in the drop down menus?

4 CALL TO ACTION (CTA) BUTTON

- Do you have a CTA on every page?
- Are all CTA's clear and easy to follow?
- Have they been tested, do they work?

5 TESTIMONIALS OR REVIEWS

- Do you have testimonials on your website?
- Do you have them in relevant places on more than 1 page?
- Are you using video reviews?

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6 RELIABLE AND FAST HOSTING

- Is your website loading at less than 2 seconds?
- Do you know where your host server is?
- Does your website ever go down?

7 SECURITY

- Do you have an SSL certificate?
- Do you know if it is up to date?
- Does your web company advise you when it needs updating?

8 BLOG PAGE

- Does your site have an up to date relevant Blog page?
- Are you posting at least monthly with engaging content?
- Is it SEO friendly?

9 PRIVACY POLICY PAGE

- Do you have a privacy policy page?
- Is this kept up to date? As legislation regularly changes
- Is it easy to find?

10 SOCIAL MEDIA BUTTONS

- Do you have social media links ?
- Do these links work?
- Are they on every page?