

The Essential Website Building Elements Checklist

Use this checklist to ensure you have all the basics covered on your marketing website. This checklist ensures your website is structured to rank well on search engines and has the right elements to appeal to your target users.

KEYWORDS & CONTENT

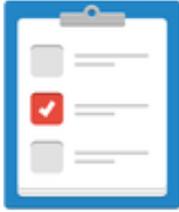
- Target [user/buyer persona](#) defined
- Target keywords researched using [Keyword Planner](#) tool
- New page created for each target keyword set
- Keywords present several times on a page, but in variations
- Pages are not thin on content and have enough 'meat' in the content
- Content is easy to read, well divided into sub-sections with headers
- Pages have no spelling and grammar issues
- Font is sufficiently large and legible for standard screen sizes
- Key content on each page placed [above the fold](#)

ON-PAGE SEO

- Every page has a unique short Meta Title and Meta Description
- Insert relevant keyword for each page in the Title and Description
- Every image has a keyword relevant Alt Tag
- Keyword repeats several times in different variations on page
- Page is not overly stuffed with the same keyword
- Page has lots of high quality unique, readable and shareable content
- [Sitemap.xml](#) file created and submitted to Google [Webmaster Tools](#)

MOBILE RESPONSIVE

- Pages renders gracefully on multiple screen sizes
- There is no separate "m.mydomain.com" site



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CALL-TO-ACTION (CTA) & LEAD CAPTURE

- A clear and strong Call-to-Action (CTA) button or message on each page
- All pages driving visitors to one or two central lead capture pages
- Multiple lead magnets present (landing pages, newsletter signup, offers)
- Contact phone number and email visible across the website

PAGE SPEED

- Check website load time on [Google Page Speed Tool](#)
- Compare your website load speed with a few competitor websites
- Address most recommendations from the Google page speed tool

SOCIAL MEDIA

- Created social media profiles on key networks (Facebook, LinkedIn, etc)
- Included prominent links to social media pages on website
- Social media accounts are active with regular content sharing

ANALYTICS & TRACKING

- [Google Analytics](#) integrated on each page
- [Webmaster Tools](#) account setup and connected to Google Analytics
- Relevant [Conversion Goals](#) have been setup on Google Analytics
- Website [Downtime Notifier](#) has been setup

BROWSER COMPATIBILITY

- Tested website on multiple browsers (IE, Firefox, Chrome, Opera)
- Used [browsershots.org](#) to accomplish mass browser testing