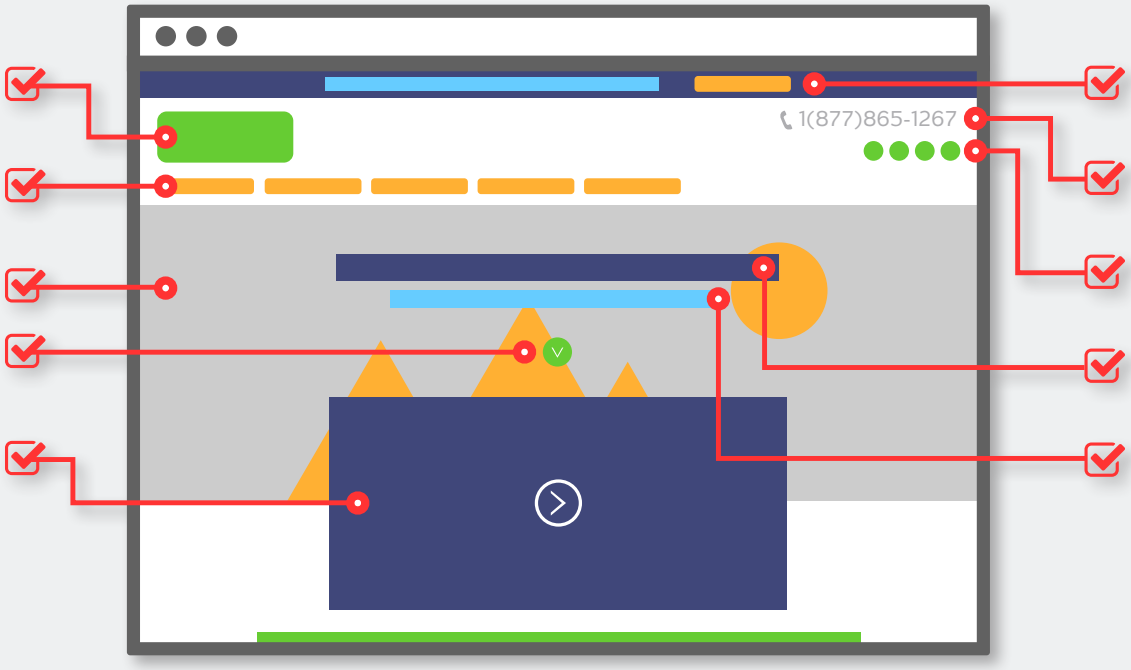
customcreatives.com
digital marketing, *made simple.*

WEBSITE CHECKLIST

To Create A Business-Empowering Website



CustomCreatives.com | (818) 865-1267 | info@CustomCreatives.com

17 Website Do's

You or your webmaster can do these things today - in fact, if you haven't already done these things,you may be missing out on lots of qualified customers.

- ☐ Have clearly positioned CTA's throughout your website to trigger action.
- ☐ Understand your business goals and how your website helps you achieve them (ROI).
- ☐ Keep design elements consistent.
- ☐ Utilize mobile-responsive design.
- ☐ Include tracking code for Google Analytics.
- ☐ Test all forms to ensure functionality.
- ☐ Check for broken links.
- ☐ Remove unnecessary code where possible.
- ☐ Create a backup offline as insurance.
- ☐ Redirect URLs to either the www or non-www versions - whichever you choose, make sure it's consistent throughout the site to avoid serious penalties.
- ☐ Test on as many browsers and devices as you can to make sure all customers everywhere can access your site.
- ☐ Use strategic keywords through your website copy.
- ☐ Make the site load as quickly as possible. Fast sites win. Try for 2 seconds load time or less.
- ☐ Include both an HTML sitemap (for visitors) and an XML sitemap (for search engines).
- ☐ Include a Robots.txt file to help clarify things for search engines so your pages get indexed faster and more accurately.
- ☐ Spot check for spelling and grammar - even small errors can lead to major losses.
- ☐ Understand ROI and invest accordingly into your website. If your website can generate leads, you can close deals. This will be the 1st or 2nd impression to your client.

8 Website Don’ts

Beware these pitfalls - they can cause your search rankings to suffer, or worse, they can cause visitors to leave your site and never return.

- ✖ Don’t duplicate content.
- ✖ Don’t overstuff your content with keywords.
- ✖ Don’t ignore your offline sales process.
- ✖ Don’t ignore user behavior data.
- ✖ Don’t forget to collect info for email subscriptions and leads.
- ✖ Don’t leave your visitors hanging for next steps - guide them along!
- ✖ Don’t underestimate the importance of your website to your business.
- ✖ Don’t buy a website based on the cheapest price. It’s likely the 1st impression they will see.

Contact Us Today

Need Help with Your Website?

Click Here To Set Up A Meeting

RAHUL ALIM

I help business of all sizes generate more traffic, more exposure, and more leads online. I have doubled, tripled and quadrupled traffic with “hot wallet out” leads for many business. I don’t go at it alone. My team and I are experts in digital marketing, strategy, design and execution. See if your business qualifies and click the button above.

Connect with Custom Creatives:

Connect with Rahul Alim: