Is your website working for you?

Checklist

base
creative

Your website is one of your **most valuable marketing tools**. But if it's been a while since it's generated high quality enquiries, then it's time for an urgent review. Follow the checklist to work out if it's time your website was updated.

base
creative

Design

Tick all that apply

☐ **My website looks old and tired**

☐ **Our branding has evolved since the site was designed**

☐ **The site no longer reflects our business or values**

If you ticked any, consider the below:

Do

- Think about how your changes across the whole site will improve a user's experience
- Think carefully about the cost of the changes you're proposing to make, and the value you expect them to return
- Consider how you want to present your brand to your audience, and how they expect to see you
- Keep developing the design as you receive insightful feedback

Don't

- Jump in and make ad-hoc changes without thinking about the site as a whole
- Simply insert elements of your new brand into an old theme
- Focus too much on what you or your colleagues like or dislike
- Try to make it perfect first time

base creative

Audience & action

Tick all that apply

- Our messaging has changed since the site was designed
- We have a new product or service that's not on the site
- We're getting the wrong type of leads
- Lots of people are visiting but few are taking action
- No leads are coming from specific areas of the website
- No leads are coming through from website at all

If you ticked any, consider the below:

Do

- Add measurement to every 'Call To Action' button to make sure you understand where users are leaving the website
- Gain an understanding of who is visiting your site and why
- Carefully plan how to modify content across your site to better get your message across
- Continually monitor the changes you've made, to gauge what effect each has had

Don't

- Jump in without understanding where and why your users aren't engaging
- Make one-off, ad-hoc changes and hope that the problem will be solved

base creative

Technical

Tick all that apply

- [ ] **Our site is slow**
- [ ] **It looks terrible on mobile**
- [ ] **We don't have or understand our analytics**
- [ ] **There are broken links that need updating**
- [ ] **The forms don't work - or we're not receiving the submissions**
- [ ] **It's not easy to navigate**

If you ticked any, consider the below:

Do

- Use tools to help you review domain issues, on-page errors, speed index
- Get an expert to fix significant issues, and explain how to resolve simpler ones
- Ensure the ongoing health of your site by regularly monitoring and improving your performance

Don't

- Put it to the bottom of your list and rely other marketing to bring in leads
- Rely on your view of your website only
- Try to fix everything yourself without some technical knowledge

base
creative

For more great content, ideas and digital marketing insight, head over to **basecreative.co.uk**

base
creative