

SMALL BUSINESS WEBSITE CHECKLIST

WHAT DO I NEED TO KNOW?

Sometimes you just need to step back and view your website as a visitor.

Work through this checklist as if you've never been on your website before.



MOBILE FRIENDLY

Does your website work well on a **mobile device**?

Can you see your website on your phone or iPad without having to pinch to zoom in or out?



SPEEDY TO LOAD

Does your website **appear quickly** once you've typed the address?

Can you access all the pages without waiting or seeing a loading icon?



GREAT CONTENT

Do you have **informative and engaging content**?

Do you have professional looking imagery & concise text with relevant keywords? Is your contact information immediately obvious?



CALLS TO ACTION

Do you have **calls to action**?

Do you have prompts, links or buttons to invite your visitors even deeper into your website? Do you have buttons for users to contact you quickly by email or call?



SOCIAL MEDIA

Do you have **social media links**?

Can someone quickly and easily find links to your Twitter, Facebook, Instagram etc. pages? Even better, can they easily share your content to these places?



ANALYTICS

Can you see **who is visiting** your website?

Are you able to view statistics on who is visiting your website and where they are coming from? Do you know the pages which have the most activity?



+ If you can tick all these questions off then that's great your website is on track to grow your business.



- If you couldn't tick all these off, your website may need some tweaks to really get it working for your business.

If you need some help with your website or have some questions, get in touch today for a free, no obligation chat.
Contact us on **01752 651414** or by email contact@carbon-pixel.com