



The Eight-Point “Spring Cleaning” Checklist For Your Website

- **Audience:** Who is your audience? How would they describe your site? What do they like best about your site? What do they like the least? How do they behave when they visit?
- **Marketing:** How does your audience find you? Is your site designed with organic search in mind? How many other high-quality, relevant sites link into yours? Are you listed in the appropriate directories? Do you read and comment on blogs and forums that cover your industry? Do you utilize social bookmarks and provide RSS and email subscription opportunities? Where is your site's content syndicated? Do you invest in pay-per-click ad campaigns? Do you invest in impression advertising? How large is your opt-in email list, and how frequently do you send email newsletters or specials to your subscription base? How many times per year do you write and distribute search-optimized press releases?
- **Goals:** What do you want your site to accomplish? How quickly? What are your specific numeric goals for success?
- **Calls to action:** What are the actions you want your audience to take? Buy? Download? Subscribe? Sign up? Bookmark? Email? Tell a friend? Call? Comment? Read? Click? Come back?
- **Content:** How well does your web content support your goals and calls to actions? Is your content readable, informative, interesting, entertaining, and appropriate for your audience? How often do you add or change content?
- **Design:** Is navigation easy and intuitive? Do your colors, images, media, and fonts support your content? Do you have a site map? Are your pictures and videos engaging? Are they appropriately coded for usability and search-friendliness? Are they quick to load? Are you adhering to the federal rules for accessibility?
- **Technical Issues:** How fast does your site load? How does it look in various browsers and operating systems? Have you used plug-ins and multimedia wisely? Have you eliminated any “junk code” that slows down your site and gets between you and your visitors?
- **Writing:** Is your writing clear? Do you use the active voice? How is your tone, word choice, and style? Do you use strong headlines, subheads, and calls to action? How is your grammar, usage, spelling, and punctuation? Is your most important content at the top of the page?
- **Measuring:** How do you measure success? How often? And how quickly do you change the elements that clearly are not working?