

LOCK DOWN YOUR WEBSITE

A CHECK MARK DESIGNATES AN ITEM IS ALREADY HANDLED.

Does website 301 redirect non www to www?
When a site does not redirect the non www to the www URL, Google views your website as multiple sites and hurts your SEO value.

Does each page have a clear call-to-action?

Does each page have a different and relevant meta-description and meta-title?

Is the website mobile-friendly?

Are 'alt' tags used on images?

Does the homepage content convey a clear and concise brand story? Who we are / what we offer?

Do you update the content regularly and don't live by the phrase "set it and forget it"?

Do you have typographical errors? Spelling and/or grammatical mistakes?

How intuitive is it to navigate? Do you have buttons or links that are not clickable or can't easily be identified?

Are all links (internal and external) valid and active?

Do the social links lead to appropriate pages?

If you're on WordPress or any other open source platform, is your site up to date?

Does your website pass the speed test?
[CLICK HERE TO TEST](#)

Any errors shown on the website?

Is there a Favicon?

Any coming soon or no-content pages?

Is there a privacy policy?

Did you include a Contact Us page with real address, phone number and contact form or email available? If you have a contact form, does it send to the correct contact at your company?

Does the webform work and send a response to submitter?

URL
REVIEWED



Bryan Caplan
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Lock Down the Essentials of Your Business

We live in an age where nearly every organization needs a professional-looking, mobile-responsive website to attract, inform, and convert its leads and prospects. Before you do any marketing and draw more attention to your brand, you need to make sure you have your website locked down and ready to sell.

[Have a Question? Email Us](#)

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