

Start Your Website MOT Now...

Print out your checklist and work through it. In less than 1 hour you'll know if your website has problems that could be preventing it from achieving a high website ranking.

Each question should require a Yes or No answer and whilst it's important that all of the points below are corrected on your website, I've added a priority level so you can see what you should look at fixing first - the most important things to put right to get the biggest wins.

Conversion Rate Optimisation			
	Question	Answer	Priority Level To Fix
1	Does your website look professionally designed and follow current best practices?		urgent
2	Does your site ID look like a traditional brand logo and is it in the correct position?		high
3	Is there a tagline to explain the purpose of the site and is it sufficiently explanatory?		medium
4	Is there an unnecessary animated 'splash' page before the real home page?		urgent
5	Is it clear what's navigation and what's content?		high
6	Is there a clear information hierarchy?		medium
7	Is it obvious what's clickable or do you have to think about it?		medium
8	Does the placement of content make it easy to scan the page for specific information?		low
9	Are your headlines written correctly?		medium
10	Are your calls to action clear and compelling?		medium

Natural Search Engine Optimisation			
	Question	Answer	Priority Level To Fix
1	When you type in your domain name does it re-direct to another URL?		urgent
2	Does the page have a unique page title and are your primary keywords placed correctly within it?		urgent

3	Is there a keyword optimised description tag and is it correctly formatted?		medium
4	Check your keyword tag for relevance and stuffing.		low
5	Are the correct HTML tags used to indicate areas of content e.g. H1 for headlines?		medium
6	Are keywords used at the correct density within the copy?		medium
7	Do images have appropriate alt tags?		low
8	Is the navigation image or text based?		high
9	Are your keywords used in text links within your copy?		medium
10	Is there a blog attached to your site and is it search engine optimised?		low

Performance Optimisation			
	Question	Answer	Priority Level To Fix
1	Check that your home page loads within 15 seconds		high
2	Make sure your images are optimised for web		high
3	Is your cascading style sheet (CSS) valid to W3C coding standards?		medium
4	Does the markup code of your web pages validate to W3C standards?		medium

What next?

If you've been through this checklist and identified some problem areas on your website, but you're not sure you understand what to do next, or you just need some of the terminology explaining then why not [book a short telephone consultation](#) with me and I'll help you to the next stage.

I'm looking forward to hearing from you ☺

Lyz.

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