



## Annual Website Review Checklist

Take some time to review your website this year. Contact Shasta.com if you need any help or recommendations.

### Contact Information

Is your contact information up to date? You want to be sure your address, phone number and any email links are not driving business away by being old and inaccurate.

### Test Your Contact and Inquiry forms

If you have any online forms your new customers can fill out you want to make sure they are working properly. You should know what they look like when they email you. **MOST IMPORTANTLY** you want to know what email address those forms are sending to.

### Check for Broken Links

Nothing turns off potential clients more than a busted website. **Click ALL of your links.** You want to confirm and make sure that EVERYTHING that can be clicked on goes where it should. You might have created a link out to another site that no longer exists.

### Check All of Your Email Addresses

Do you have an accurate list of all your website email addresses? Have employees come and gone? Valuable correspondence could be lost in these forgotten inboxes so you want to make sure you confirm with your hosting provider (Shasta.com) that you have forwarded or deleted all inactive accounts.

### “About” Your Business Information

Have you made any changes in how you operate your business? Have you had some major successes that would bring you more credibility with new customers? Your history, about us and any homepage intro text should be updated to reflect how successful you have been over the last year. So many businesses forget to share their successes. Be loud and proud about your good work.

### Current Design Review

How is your website looking compared to other people in your industry? **Do you have the “new” shiny car website** that is clearly indicative of your outstanding success? Or **do you have the old clunker** you bought new but is now aged and withered? Time to make some changes. A new coat of paint and some fine tuning can go a long way. Could be time for a full overhaul?

### Review All of Your Content

Have you actually read everything that is on your website? Is it still relevant today? Maybe there was a typo there? Did you trust the content writing to someone else and now realize this isn't the voice of your company at all? Take some time and make sure your content is up to your standards.

### Search Engine Rankings

Have you tried to actually find yourself on Google? If you clean carpets have you tried to simulate what someone in need of a carpet cleaner will search for? Are you even on the list? **People can and WILL find you in the search engines.** If you are not ranking it is time to make some adjustments.

### Know Your Domain Name Information

**You don't want to lose it.**

99% of the time your businessname.com is registered and owned by YOU the business owner. You rent this name from a registrar in yearly “chunks” of time. **Do you know when your domain is up for renewal?** Many business owners have no idea. They have entrusted it to someone who passed it to someone else and it is slowly **just WAITING to expire.** Take action NOW! Know when that expire date is so you can confirm it will be paid for and you won't lose it.