It's Time For A Check-Up! (for your website)
A top 10 checklist

The 'health' of your website is a crucial part of getting the word out about your business or organization. It serves as your digital storefront and often represents the first point of contact with potential customers, donors, or partners. An updated website reflects professionalism, reliability, and relevance AND is more likely to rank higher in search engine results, enhancing online visibility. By creating an engaging, user-friendly, and current online experience, you will be better prepared to stand out in today's digital landscape.
Here are a few checks BIG DEAL Company recommends doing quarterly, biannually, or yearly.

1. Mobile Responsiveness: Ensure your website is mobile-friendly and functions well on various devices and screen sizes. More and more people are using their phones to search the internet so you want your content to be viewable no matter where they are.

2. Page Load Speed: Optimize page load times to keep visitors engaged. Use tools like Google PageSpeed Insights to identify and fix speed issues. Hey, remember when it used to take up to a minute to load a page? Thank goodness for progress.

3. Navigation: Verify that your website's navigation is intuitive, with clear menus and easy-to-find links to important pages. We do enough searching in a day, make your website a breeze and the customers will thank you.

4. Broken Links: Nothing says "we don't check our website" like broken links. Regularly scan for broken links using tools like Broken Link Checker to maintain a seamless user experience.

5. Contact Information: Believe it or not, this is a common and business-damaging mistake we see a lot. Make sure your contact information is easily accessible and up to date, ideally in the website header or footer.

Big Deal Company | 970-613-1455 or 303-886-3068 | BigDealCompany.com

6. Clear Call to Action: Every page should have a clear and compelling call to action, guiding visitors on what action to take next, whether it's making a purchase, signing up, or contacting you.

7. Content Quality: Ensure that your website's content is up-to-date, relevant, and error-free. Use engaging and concise language that speaks the voice of your business.

8. Security: Regularly update and secure your website to protect against hacking and malware. One way to do this for https is to implement an SSL certificate for secure browsing.

9. Social Media Integration: Ensure that your social media profiles are linked to your website. This is an easy way to get more followers and get your message out to more people.

10. Accessibility: Make your website accessible to people with disabilities by following WCAG guidelines. Check for alt text on images, keyboard navigation, and other accessibility features.

Regularly monitoring and updating your website based on these factors will help ensure it remains user-friendly and runs smoothly for your visitors.

Need assistance? Delegate your website support to BIG DEAL Company!

Big Deal Company | 970-613-1455 or 303-886-3068 | BigDealCompany.com