

## BASIC WEBSITE SECURITY

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Place a check next to each statement that is correct for your website.

- My site performs regular backups and can be restored in 24 hours or less
  - I can access user data for my website (via Google Analytics or another platform)
  - My website uses an SSL certificate
  - My website uses a Content Management System (CMS) and I have access to edit and add content as needed.
  - My site loads correctly on all commonly used browsers
  - My site is mobile-friendly
  - All software plugins and modules on my website have been recently updated
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## BENCHMARK REPORTING

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### Where do things stand today?

Using Google Analytics or the backend of your website to source your data, jot down the following:

Visits (monthly average):

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Top traffic sources (currently):

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Top referral sources (currently):

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Bounce rate (monthly average):

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Time on site (monthly average):

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Conversion rates (monthly average):

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### How well is your website working?

Enter your URL into [website.grader.com](https://www.website.grader.com). This will give you some quick win website fixes and a free numerical grade.

My website grade (currently):

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## SEO ANALYSIS

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### Which of your keywords are ranking?

Use [SpyFu](#) or a marketing automation platform like Hubspot to pull a list of keywords that your site currently ranks for, along with their position. Write your top ranking keywords below. If you need more room to list keywords, start a spreadsheet.

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### What are your inbound links?

Inbound links from quality websites give your domain credibility, which can improve your search rankings. Use an inbound link checker tool like [Moz](#) to see what other sites are linking to your website, and list below or on a spreadsheet.

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### What's your current domain authority?

Domain Authority is that statistical measure which is used to find out the reputation of a particular website which is provided by Moz. It is a statistical number from 0 – 100 which to determine how a domain ranks in results of Google search, and [you can find yours here](#).

My domain authority:

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### What SEO keywords would you like to rank for?

Build out a comprehensive list of SEO keywords you would like to rank for. Take compact keywords like “Record Store” and create long-tail keywords like “Best record store in San Francisco” or “Record stores near downtown SF” and create variations. Use a tool like [SEMRush](#) to see which keywords have a lot of monthly searches, and to look at the words for which your competitors rank. These are great ways to choose your target keywords.

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### Additional to-do items:

- Make sure all the pages on your website have a keyword-optimized title and meta description.
- Make sure your website contains your business address and phone number.
- Review the URLs for your website's subpages to ensure they are readable and keyword-rich.
- Monitor your list of inbound links weekly to monitor whether it is increasing or decreasing in size.

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## USABILITY TESTING

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### Customer insights

Including your clients in website user testing can be extraordinarily helpful. If something looks odd to them, it's probably confusing to your prospects as well. Enlist a service like [User Testing](#), or ask for feedback over the phone and write your notes below (or in a separate document if you need more room).

**Customer Name:**

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Company Name:

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Date Feedback Provided:

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### What pages don't work?

Use Google Analytics or the backend of your website to understand which of your website's subpages are converting visitors into customers — and which ones aren't. Make changes to the pages that aren't working well to test and learn.

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### How are your users behaving?

Use a heatmap tool like [HotJar](#) to understand user behavior on your existing website. This tool will provide a screen recording that reveals (among other things) where users click, where they pause, and what they skip altogether. Jot down your observations below.

User behavior observations:

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### Additional to-do items:

- Find out how quickly your pages are loading on an average internet connection. (Less than 3 seconds is preferred.)
  - If you haven't already, add "breadcrumb" paths to your website for easier user navigation.
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## CONTENT INVENTORY

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### What is your top performing content?

Based on the user behavior and SEO data from the above steps, identify the top performing pages on your website and list them here or on a separate spreadsheet.

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### Content gap analysis

Where are the gaps in your content? Where are your customers' needs not being met, or their questions not answered? Which of your target keywords do not currently have their own dedicated landing page? Brainstorm new pages to create (or existing pages to update) to fill in these gaps.

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## COMPETITIVE ANALYSIS

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### Grade competitor sites

Run your competitor's websites through [website.grader.com](https://www.websitegrader.com) and compare their scores to your own. Run your competitor's domain through [SpyFu](https://www.spyfu.com) to understand what keywords they are ranking for and determine if you should try to compete for those keywords.

**Competitor #1:**

Score:

Ranking Keywords:

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**Competitor #2:**

Score:

Ranking Keywords:

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**Competitor #3:**

Score:

Ranking Keywords:

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### Additional to-do items:

- Keep track of your competition's site performance on a regular basis.

All done! Use this checklist and worksheet as often as you like to keep improving the SEO, content, performance, and overall user experience of your website.

**Want a little more help making your website the best it can be?  
Request a free 15 minute telephone consultation with our team  
today for additional insights customized to your company!**

[Schedule my consultation](#)