

A SIMPLE CHECKLIST TO HELP YOU EVALUATE YOUR WEBSITE



1. PURPOSE

Do you have clearly defined goals for your website? For example, I want people to:

- Buy my products
- Be inspired or educated
- Donate
- Get involved

Have you defined the stakeholders your website is servicing and identified their needs?



2. HOME PAGE

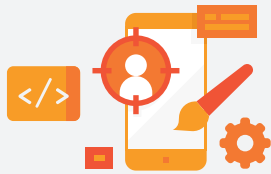
- When visitors arrive at your website are they immediately aware of what your business is and does?
- Is there a call to action to lead visitors to take the next step?



3. USER EXPERIENCE & USER INTERFACE (UX/UI)

Is your website:

- A pleasure to use
- Accessible
- Easy to navigate
- Responsive
- Logical



4. BRANDING

Is your website branding consistent with your company branding and other digital assets?



5. CALLS TO ACTION

Does your website contain calls to action in line with your website purpose?

- Donate now
- Download information
- Buy now
- Sign up



6. LINKS

Do you:

- Have internal links?
- Test your links periodically?
- Link to Social Media?



7. ANALYTICS

Are you monitoring your website traffic to determine performance?

Measures like bounce rate and behaviour will provide crucial insights into how your site is (or isn't) working.



8. STAKEHOLDERS

Does your website cater to all your defined stakeholders?

- Partners
- Customers
- Clients
- Volunteers
- Grant makers
- Donors



9. SEO

Do you know what terms people are searching for to find your products or services?

- Is your content optimised for these search terms?
- Do you have a traffic plan?



10. DESIGN

Does your design help your user experience or hinder it?

- Is your website responsive?
- Is your design engaging?



11. CONTENT

Is your content relevant, engaging and written to web standards?

Tip: Avoid long passages of text. Readability is very important.



12. IMAGES

Are your images optimised for the web?

Hot tip: tinypng.com is a free resource to help reduce your image size without losing quality.



WANT SOME ADVICE ABOUT
YOUR WEBSITE
AND HOW IT COULD
BE IMPROVED?

Get an opinion from a specialist who knows what to look for. Our special offer for 2019: Book in for a one hour website evaluation before the end of the year for just \$44 (normally \$220).



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