**Website Success Checklist**

**Basic Information**

* Your Website and Offering of Products and Services Are Clear
* Your Main Navigation is Straightforward and Easy to Follow
* You have a Call To Action on Each Page (Minimum One)
* Users Can Easily Make Point of Contact or Key Information
* Your Pages are Neatly Organized and Tell a Story In a Gradual Order First Section
* Business Info / Photos Are Accurate Constantly
* No use of Stock Imagery On Your Website
* Spelling and Grammar Is Correct
* Pages Are Linked To Each Other (An Internal Linking Strategy Section-By-Section)
* Popups & Live Chat Are Not Disrupting User Experience
* Your Website Copy is Clear and Follows EEAT Standards
* You Are Not Using Plagarised Website Copy or Generated Website Copy
* All Links on your Website Work

**SEO**

* All Pages Have Meta Titles & Meta Descriptions
* Your Meta Title is Optimized and Includes Your Target Keyword
* Your Meta Description is Optimized and mentions your Target Keyword and related Keyphrases
* You Have a Target Keyword Implemented
* Your Target Keyword Is Relevant To The Page, Post, Product, or Archive Content
* Your Target Keyword Has Relevant Monthly Traffic
* Your Target Keyword Has Relevant Competition / Easier Is Better
* Keywords are in H2 Heading Texts
* Related Keywords are in Smaller Heading Texts
* Your Page’s Copy Is Structured and is Completely Readable
* Information is Accurate and is Well-Kept at least Weekly
* Your Images on the Page in Question have The Keyphrase Written in Alt Text, Caption, Description, or the Title of the Image
* Your Page Links to Other Relevant Pages Relative to the Target Keyword / Page In Question
* Go to SEO Auditing Website SEMRush and Check How Many Keywords Are Your Website Ranking For
* On SEMRush, Check Your Top Rated Pages.
* Do You Know Your Domain Authority Score?
* How Many Backlinks Are Referring To Your Website
* No Broken / Toxic Backlinks Are Referring To Your Website
* Are You Actively Aiming to Inform Your Customers By Blogging?
* What Is Your Keyword Ratio? Are You More Transactional, Commercial, Navigational or Informative
* Does the Copy In Your Website Adhere to EEAT Standards by Google?
* Does Your Website Have an Authentic Internal Link Strategy?

**Technical Details**

* Is Your Website System Up To Date With All of its Software On Its Latest Update?
* Is Your Website System compatible with today’s Internet
* Is Your Website Loading in Less than 2 Seconds
* Is Your Website Loading in Less than 1 Second
* Are You Using Server-Side Caching
* Are You Optimizing Your Images
* Are Your Images in Next-Generation Format
* Do you have a Sitemap
* Do you have a Robots.txt
* Does your website have security measures for your Customers? Is it HTTP or HTTPS? You can tell if there is a Padlock to the left side.
* Does your Website Adhere to the latest Core Web Vitals Standards
* Does your website have architecture where a user can reach any page in 3 pages or less?
* Does your Website have Google Analytics installed?
* Does your Website have Bing Webmaster Tools installed?
* Does your Website have Google Search Console installed
* Did you Submit your Website Sitemap to Google & Bing?
* Is Your JavaScript & CSS Minimized?
* Your Website Audit Score from SEMRush is 92% or Above
* Your Website Audit Score from Neil Patel’s Ubersuggest is 92% or Above
* Your Website Audit Score from AHREFs is 92% or Above
* Your Website Audit Score from DiiB is 92% or Above
* Your Website Audit Score from SEOptimer A+
* Your Page Scores on Lighthouse are High above A on All Records
* GTMetrix is Giving you an A+ On Your Page Speed
* Your Moz Site Health Score is an A+

**User Experience**

* Is your navigation system consistent across all pages in the website
* Is your navigation system easy to follow
* Does your website adhere to Responsive Design and resolves on Phones, Tablets, and Desktops abroad?
* Does your Header Logo link to your Home Page
* Does your Functionality Keep users Free of Barriers
* Can your User use the website effortlessly
* Your Forms are Clearly Labeled and Easy to Follow
* Form Fields show Errors before the Form Gets Submitted
* Success Messages are Optimized when forms are Submitted.
* You have a Two-Type Font Strategy in Use
* Font Styles are Consistent across the board
* Copy is readable, friendly and clear
* You have a Main Course of Action to the Top of the Page where things are immediately clear on where the user is and what to do.
* Your Products/Services/Info is obviously clear to the consumer.
* Your Brand, color, flow, and messaging is not only consistent, but represent YOU 100%
* Is your website design consistent on ALL Devices

**Accessibility**

* HTML Tags indicate headings, subheadings, list, call out texts
* Body text is AT LEAST 16px if possible 18px and all large text is at least 24px
* Text contrast ratio is at LEAST 4:5:1
* Bold and linked text contrast ratio is AT LEAST 3:1
* Line spacing is at least 1.5px
* Text can be enlarged or made smaller by the user.
* Images have detailed alt text (with your Keyword in there as well)
* Audio & Video have subtitles or transcripts included
* You can pause, mute, or exit auto-playing audio/video content
* No images of text or tables
* Your User can navigate the website with their Keyboard
* Your menu Order is Consistent throughout the website
* No time limits are EVER imposed on users (Unless you have limitations of Products/Services and it is CLEAR right from the get go)

**Conversion Rate Optimization**

* You have Prominent Call To Action On your Home Page
* You can see directional cues Above the Fold of your web page.
* Your CTAs Stand out with Color Contrast, Big Enough Size and Usage of Font is Noticeable Immediately
* White space and directional cues are included on your CTA
* Your Headline, Sub-Headline and Text should be absolutely clear, descriptive and create desire to take action on
* Your page is not ALL OVER THE PLACE and clutter is kept to the minimum
* Your page is Visually Appealing and Consistent to your Brand
* Your Copywriting is Clear, Concise, and Engaging
* Your Copywriting is not ALL Salesy
* Your Copywriting communicates value and trust
* Your Forms are Labeled Clearly
* Your Forms are Minimum (The more work, the less conversions)
* Your forms detect errors before submission
* Your Forms have Autocomplete to make it easier for a user to complete the form
* Form Submissions take you to a Thank You Page
* Your Information From Forms Sync to a CRM/Automation Tool for your Business
* Your User Receives Offers
* Your Landing Pages are Indexed/Not Indexed as Intended (Keep Paid Advertising Landing Pages as Non-Indexed so you do not get flagged for doing something differently from what you need to do for your SEO)
* You only have ONE CTA On your Landing / Product Page
* Your offer is consistent with the preceding Advertisement or offer
* It follows Landing Page Best practices. (Exceeds customer expectations when landing on your page and takes them to a journey right to your bank)
* Popups/Chat Appear only on pages needed.