

Janzen Marketing, LLC

Educational Series

DIY In-House Marketing—The Beginner’s Course

The 14 Point Website Checklist

1. Do You Have A Website?

A website is the foundation for building a local web presence. If you do not have a website, then we encourage you to get one right away. The site needs to serve a specific goal, and for most individuals and companies, the goal is to capture leads and effectively communicate with potential clients and customers. If you have not been on your site for quite some time, please take the time and look at each component of your website. Is your Website current and up-to-date? Is all the information accurate?

2. How Often Do You Need To Update Your Website?

Every good relationship begins with having strong communication. Your current and potential customers need to be able to connect with you. One easy way to begin building trust and engaging them is to provide relevant and current information. The more fresh content you supply on a consistent basis, the more visitors you will have to your site. As you update your site, you will also help improve your Google rank. We recommend you update your site at least once per week.

3. Does Your Website Link To Other Useful Information Sources?

Helping both customers and potential customers solve simple problems builds trust and credibility. People are more likely to buy from people whom they trust

and have built credibility with. Google also looks favorably on sites that not only have incoming links, but also link to other relevant information. Please note, the information that you choose to link to needs to be accurate and timely. These links add to your website and do not take away from it. So, identify websites that your clients will find useful and set up the links today!

4. How Many Different Ways Can People Contact You On Your Website?

Each site should have at least two, and preferably three ways, for people to contact your company. Because of how technology has influenced how we communicate, people have different preferences of how they chose to communicate. Some people hate talking on the phone and prefer e-mail, or they hate e-mail and want to talk to someone over the phone or in person. Having multiple ways for people to contact you makes you and your company more approachable to a broader range of people.

5. Does Your Website Have Target Keywords?

Having keywords that your potential clients are searching for is essential to building a web presence. Your Website needs specific targeted key word phrases to enable the search engines to easily and quickly find you. Done correctly, you will quickly rank in Google and other search engines for these phrases.

Remember to verify that your keyword is relevant. If you sell baby diapers, you need to ensure that you are not ranking for adult diapers. Targeted keyword phrases will help you dominate your niche and increase traffic to your website.

6. Does Your Website Have Links To Your Social Networking Sites?

Having links to FaceBook and Twitter, as well as other social media sites, will enable your visitors to “connect” with you. The people in your life including friends, family, and members of clubs and other associations, are able to communicate with you. Additionally, you create another layer of connectedness. Simply put building and maintaining your web presence also means consistently engaging people and building relationships with them online. And, remember getting to know them offline is also critical. The stronger the relationship, the more likely they will trust you. The fact that they know, like and trust you is essential to your success when you have something to offer. The chances of them buying from you or using your service will greatly increase.

7. Does Your Website Have The Ability To Capture Leads?

Your website needs to capture the name and email address of visitors so that you can follow up with them after they have visited your site. Capturing these names helps you build your potential customer database, and it gives you a starting point to connect with those potential customers. Your ability to send emails to them will drive them back to your website. If you are not capturing leads on your website, then you are missing a key opportunity to create life-long customers.

8. Does Your Website Offer a Special Report or Checklist to Help in the Decision Making Process?

A special report or checklist delivered to the captured email address is a great way to begin a relationship and stay connected to current and potential customers. People enjoy receiving useful information that applies to them,

especially if it improves their lives. By becoming a reliable source of information, you are building trust and establishing a relationship that will lead more people to buy from you or use your service. If you are not currently providing this type of information, begin by simply asking your customers what they would like to receive from you.

9. Does Your Website Have Relationship Nurturing Auto Responder Capabilities?

You may wonder how this is different than capturing their name. Well auto responders automatically send out a ‘personalized’ e-mail message on a specific day, time, or in response to a query from a client or prospect. Capturing their name and e-mail is not enough. You must do something with it. Auto responders are a great way to constantly keep in contact and connect with your current and potential clients and customers. A simple thank you for joining followed by useful information is a great way to create new and lifelong customers. A big tip is to just be yourself in these emails. It is essential to remember the goal is to connect with people, and the best way to do that is by showing them who you are, and why they should trust you.

10. Does Your Website Have An Active Blog or Events & Updates Area?

A blog is a great marketing tool on many levels. First, it allows you to connect with your current customers. You can also communicate with potential customers. It provides a different type of connection than the website. Blogs are a great way to get current information out on the internet. It also allows you a way to communicate your opinion on various topics that your audience is interested in. Last but not least, blogs build your personal brand and allow you to really connect with people.

11. Does Your Website Have Current And Relevant Articles?

Posting on your blog and writing short, concise relevant information in an article are very different. The articles you write should show off the depth of your knowledge. It helps prove your skill and expertise, and it reinforces your authority. Articles need to stand the test of time and are often referred to as evergreen. Articles can be used as reference points for blogs posts and submitted to various article directories such as Ezines.com to establish yourself with a wider audience.

12. Does Your Website Have Videos On It?

Video provides for a more powerful impact, and video is especially important for higher retention rates on your site. These retention rates far exceed text or audio. Sites with videos skyrocket to the top of search engines. With video, it is easier to demonstrate your product or service and people are more likely to buy when they watch and hear your video messages, rather than reading or hearing about it. An added benefit of video is the viral element. A video that goes viral will increase your website's traffic and provide great marketing exposure for your business. Keep in mind that the best Websites and blogs incorporate all three ways of communication- audio, video and the written word.

13. Is Your Website Mobile Responsive?

Today, Google places big emphasis on having a mobile responsive website. This means your website can be easily viewed on a smart phone, iPad or tablet, as easily as it can be displayed on a laptop or desktop monitor. You MUST have a mobile optimized website. If your site is more than 2 years old, chances are it

may not be mobile responsive. Note, the words 'mobile optimized' and 'mobile responsive' are interchangeable. If you have a wordpress site, be sure to download a mobile plugin. If you are using a simple platform like Weebly, make sure you are using a current, mobile responsive template.

14. Is There a Testimonial On the Home Page?

Social Proof is what a testimonial provides. A customer tells others that your business is the place to bring their business. You are a trusted provider of a very important service. There is no better marketing tool than a testimonial, and the very best clearly shows the customer's name and photo.