

# Website Fitness

## 6-Pack Checklist

### STRATEGY

- Have you outlined both a 3 month and annual strategy?
- Have you set annual goals for leads and revenue objectives?
- Do you have a way of tracking key performance indicators?
- Have you performed a competitor analysis on at least 3 competitors?
- Have you identified at least 3 measurable campaigns with clear objectives?
- Have you aligned inbound and outbound strategies on your site?
- Do you have a way of tracking leads through the sales process?
- Have you taken time to evaluate/eliminate what's NOT working?

### BRAND

- Have you developed a Core Message that speaks to your buyer on an emotional level?
- Have you identified font styling for your web & print materials?
- Have you defined your color palette for your web & print materials?
- Have you defined your tone/voice for all channels?
- Have you identified logo variations?
- Have you identified trust elements?
- Have you audited your web & social profiles for consistency?
- Do you have someone monitoring & managing consistency?

### ANALYTICS & SEO

- Have you intalled analytics codes for Google, Facebook, and visitor trackers?
- Have you performed keyword research in the last year?
- Have you set Conversion goals?
- Have you set up Google Search Console?
- Are you tracking keyword performance over time?
- Have you claimed & optimized your industry's business listings?
- Have you installed an interactive website tracker for live review of UX?
- Have you audited old content to be repurposed or removed?
- Have you determined an ideal posting frequency for your specific industry?
- Do you have an SEO strategist monitoring performance over time?



# Marketing 6-Pack Checklist

## WEBSITE

- Have you evaluated your website for UX & UI?
- Has your website's branding been reviewed by a 3rd party?
- Does your branding align with your most recent buyer persona?
- Does your website include "Try" opportunities?
- Does your website include "Trust" elements?
- Does your website leverage video content to tell a story?
- Does your website represent your brand in a way that engages potential clients & employees?
- Does your website use branded graphics & imagery?

## CONTENT

- Is your content valuable, unique, and engaging?
- Does your content have a clear Call to Action?
- Does your content serve both SEO functions as well as user experience?
- Does at least 25% of your content center on community participation?
- Is your content being promoted on the appropriate channels?
- Are you guilty of "churn & burn" content centered only on SEO?
- Does your content have a less than 30 second engagement time?

## SECURITY

- Is your website on a secure host?
- Have you audited your plugins for security & updates?
- Is your site more than 3 years old?
- Do you have a security plugin monitoring login attempts?
- Have you installed captcha to protect your contact form?
- Have you installed industry-specific protections for credit card or health info collection?
- Does your team know how to recognize a phishing attack?
- Do you use a secure password tool for storage?
- Does your password meet security standards?
- Do you have someone monitoring your site for security issues on a monthly basis?



# Digital Marketing Fitness

**READY TO STRENGTHEN YOUR WEBSITE?**

**Go from Website Weakling to Digital Strongman.**

**Click this link or scan the QR code below for more information on a strong web partnership that can kick up your marketing game for the year ahead.**

