

Website Checklist

Bluejohn Marketing Resource



Criteria	Notes
Purpose	
Focus	
Congruity	
Consistency	
Engagement	
Hero	
Inbound	
Insight	
Design	
Visual	
Refresh	
Words	
Events	
Mobile	
Search	



How to use the marketing checklist - 1

I use the checklist when reviewing a client's existing website or as a check that a new website I am project managing is on track. Different criteria will carry more weight depending on the type of website you are looking to develop.

Outline definitions of the criteria are as follows:

- Purpose – What is the main objective of your website and does it deliver?
- Focus – Does your website maintain focus throughout, or will visitors be left confused as to who you are and what you offer?
- Congruity – Is your website true to the culture and character of your business?
- Consistency – Does the content on your website maintain a consistent level throughout?
- Engagement – Does the language you use on your website engage with prospective visitors?
- Hero – Is your customer the 'hero' of the story on your website?
- Inbound – Does your website include content, including downloads like this, that will attract prospects and lead them to engage with you?
- Insight – Does your website offer the visitor something they don't already know about your business or the sectors you serve?



How to use the marketing checklist - 2

Outline definitions of the criteria are as follows (continued from the previous page):

- Design – Have you thought through the design and layout of your website to make it simple and straightforward for visitors to navigate?
- Visual – Does your website have an immediate visual impact that makes visitors sit up and take notice?
- Refresh – Do you have a plan in place to ensure that your website content is regularly updated?
- Words – Is the language used on your website accessible to your target visitors? For example, do you use industry jargon and acronyms that may alienate some visitors?
- Events – Does your website offer 'calls to action' that help visitors take the next step in engaging with your business?
- Mobile – With a significant amount of search taking place on mobile devices, even in B2B environments, has your website been optimised for use on such devices as well as desktop computers and laptops? In website jargon, is your website 'responsive'?
- Search – Have you made your website as Google-friendly as possible? In other words, have you taken into account search engine optimisation (SEO) across all aspects of your website?

This is a marketing checklist. It doesn't cover topics such as security certificates (you need one), privacy policy (you need one), cookies policy (you need one), content management systems (you need one) and more.



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