Stellar Homepage Checklist

A 48-Point Website Audit

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Stellar Homepage Checklist

1 - Logo Design

YES   **Does your logo display at the exact size of the image file?**   NO

If your logo image is being dynamically resized by the browser, it slows down your sitespeed and can make your logo look fuzzy. Ctrl+Click on your logo and click on 'Open Image In New Tab.' Is it the same size?

YES   **Does your logo have alt text with your brand name or a specific keyword set?**   NO

Hover over your logo with your cursor. Does a little yellow box show up displaying text?

YES   **Is your logo professionally designed?**   NO

Did someone with proven graphic design skills make it, or did you put it together yourself?

2 - Hero Shot

YES   **Is there a high quality photo clearly visible above the fold?**   NO

This photo can be a photo of you, or your service, or people using your product, or a professional illustration.

YES   **Does your imagery visually convey the experience your customers hope to have?**   NO

Can your customer see themselves attaining what is in this photo?

YES   **Does the imagery visually showcase who you are and what you do?**   NO

A picture is worth a thousand words. Does this picture tell your story?

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3 - CTA above the fold

YES **Is the single most important action for a user to take on your website clearly defined?** NO

If they do this one action, the visit to your website is a success.

YES **Is there an easy way for them to take this action?** NO

Can they take this action directly upon landing on your homepage, without scrolling?

YES **Is there a clear, simple description of the benefit of taking this action?** NO

If this was someone's first time visiting the website, would they be able to tell right away what the benefit of taking this action would be?

4 - Branding and Colors

YES **Do you have less than 2 fonts, and less than 3 brand colors, visible on your homepage?** NO

Having the same fonts and colors in your logo and your website provides branding cohesion.

YES **Does your brand have one primary, main color?** NO

Is there a color in your logo that is used widely throughout your website?

YES **Are your headings or element backgrounds using this color?** NO

Is this color used in backgrounds, section fills, heading text, or icons? Or are other colors primarily used?

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5 - Navigation Bar

YES   **Is your navigation bar organized with single-word top-level headings?**   NO

Are users given a limited number of simple options to choose from in selecting pages to visit?

YES   **If you have dropdown navigation, has it been designed to match your branding and layout?**   NO

Is the dropdown navigation menu the default style of the theme, or has it been customized?

YES   **Does the design of your nav bar complement your homepage design?**   NO

Does the navigation blend as a part of the main design, instead of standing out awkwardly?

6 - Page Load

YES   **Does your website take less than 5 seconds to load?**   NO

Use GTMetrix to run a sitespeed test: https://gtmetrix.com/

YES   **Is your pagesize under 1MB?**   NO

A lower page size can decrease the load time. Optimising images is usually the first thing to fix here. Try this tool.

YES   **Does your website have an SSL certificate?**   NO

Does your website say httpS:// (yes) or http:// (no)

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7 - Search Engine Optimization

YES **Do you have Google Analytics set up on your website?** NO

This is *basic* website monitoring. If you don't have it set up, stop this audit and <u>do it now</u>.

YES **Do you have Google Webmaster Tools set up on your website?** NO

This gives you critical monitoring data about your website, and also provides details left out by Google Analytics, such as backlinks and searches people use to find you.

YES **Does your homepage rank on page 1 of a Google search for your brand name?** NO

Ideally, you should rank in position 1 of page 1.

8 - Mobile Responsiveness

YES **Does your website look good on mobile?** NO

Pull one edge of your browser window to the side, to make it narrow. Does this look like a decent website?

YES **Do mobile users only scroll vertically to see all your website content?** NO

Horizontal scrolling is not easy or fun on mobile.

YES **Does your mobile website load faster than your desktop version?** NO

Mobile connections are typically slower, and high-bandwidth elements on your desktop site can be left out of your mobile site.

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9 - Facebook Open Graph

YES **Have you tested for how your homepage looks when shared on Facebook?** NO

Use this to test: https://developers.facebook.com/tools/debug/

YES **Does your homepage have a featured image optimised for Open Graph?** NO

Your Open Graph featured image should be 1200x630.

YES **Does your headline and description encourage people to click?** NO

You will see your homepage's meta title and meta description in the debugger tool linked above.

10 - Social Media Account Links

YES **Do you have links from your homepage to your social media profiles?** NO

Are users (and Google's spiders) able to click directly to your social profiles from the homepage? Small icon images are best practice.

YES **Do you have links to your homepage in your social media account profile descriptions?** NO

On your Twitter profile, Facebook page, etc. do you have links coming back to your homepage? This is crucial SEO.

YES **Do you have sharing buttons for your articles and blog posts?** NO

Can people easily click a button to share your content?

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11 - Webmaster Tools

YES **Have you submitted an .xml sitemap to Google?** NO

This gives Google a list of your website's pages and links. Check at Webmaster Tools -> Crawl -> Sitemaps.

YES **Is your website free of 404 errors that need to be fixed?** NO

Check here: http://www.brokenlinkcheck.com/ or go to Webmaster Tools -> Crawl -> Crawl Errors.

YES **Do you have a robots.txt file in place?** NO

Go to Webmaster Tools -> Crawl -> robots.txt tester

12 - Traffic Review

YES **Do you have a defined set of keywords you are currently targeting to improve your ranking?** NO

Have you worked with an SEO professional to determine what keywords you should be targeting this year?

YES **Do you know what your highest traffic pages are?** NO

Other than your homepage, do you know where do people land the most on your website?

YES **Do you have Goals set up in Analytics?** NO

Goals give a defined outcome to an action, allowing you to track Conversions, and assign a monetary value to certain types of traffic.

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13 - Contact info & Schema Markup

YES | Do you have contact info - like your phone number and address - in your footer? | **NO**

Or in any other place visible on your homepage?

YES | Is your contact info written as structured data with schema markup? | **NO**

Using microdata enhances your search visibility: http://schema.org/docs/gs.html

YES | Do you have Google My Business set up? | **NO**

Having this enhances your search positions, especially for local search. https://www.google.com/business/

14 - UX Testing

YES | Have you tested the progression through your sales funnel as a new website visitor? | **NO**

Or, have you watched silently while someone else does it?

YES | Are all steps along the pathway consistent with your visual branding? | **NO**

Email confirmation pages, shopping cart checkout pages, and thank you pages - do they all share the same visual look and feel as your homepage?

YES | Are all transitions free of technical glitches? | **NO**

Or are there known issues in your subscription or purchase pathways?

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15 - Customer Avatar Targeting

YES ☐   Is there a simple and clear statement on your homepage that describes the problem you solve, and who you solve it for?   NO ☐

Does the right person get to your website and say, "Yes, this is just what I need!" or do they have to dig deeper in your website to find out?

YES ☐   Have you done competitive research to review what others are saying on their website?   NO ☐

Can you list 5 competitors? Do you review their homepages regularly?

YES ☐   Are your headlines the result of multiple revisions?   NO ☐

Did you write your headline once, and publish your first draft? Or did you write 10+ versions of the headline to find a good one?

16 - Dynamic Content

YES ☐   Does your homepage display dynamic content?   NO ☐

Do you have a blog feed, RSS feed, or event feed that automatically updates your homepage?

YES ☐   Do you publish content regularly?   NO ☐

Is there some new content on your homepage at least once a month?

YES ☐   Does Google get automatically notified when your homepage changes?   NO ☐

Dynamic homepages rank higher in search engines.

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Stellar Homepage Checklist

Congratulations! You have completed the 48-point **Stellar Homepage Checklist**. Hopefully, this PDF has directed you to a number of things you can improve on your website. If you found this valuable, please share it.

If you need some assistance, you can purchase a Homepage Review, and I will create a 10-minute video describing 4 things I like, and 4 things I would improve, about your homepage.

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