



Beyond SEO

8 Steps to Make Sure Your Website Doesn't Suck

Step 1: Click on every single link on the entire website. Everything: navigation, menus, footer links, etc. Try to find every page on the site, and look for broken links, missing pages, and missing images.

Step 2: View your website on as many devices as you can. Try a small screen, a large screen, a Windows computer, a Mac, an iPhone, an Android, etc. Borrow a friend's phone or computer if you need to! This is very important.

Step 3: Fill out any forms, including contact forms, download forms, and more. Make sure that all form submissions actually go through, and that you are actually receiving an email when the contact forms are submitted.

Step 4: If you have an ecommerce site, make a test purchase and go through the entire process to make sure nothing's broken or missing. You might be surprised at what you see somewhere in the process: whether in the shopping cart, the checkout section, payment forms, or, most commonly, the final confirmation pages and emails.

Step 5: Make sure all of your contact info is complete and accurate (phone, email, address, etc).

Step 6: Read every single word on every single page. Look for spelling and grammar errors, outdated or inaccurate information, and more. Note: common mistakes include: "coming soon in _____ (last year)" bios of old employees that don't work there anymore, pages that say "coming soon." Look for boring or impersonal "placeholder" content. Does anything say "under construction"? Are there any stock photos?

Step 7: Ensure that the site has clear calls to action. If the purpose of the site is sell products, is the store clearly visible? Are there photos of products? Can you answer in five seconds or less "what should I do on this website?"

Step 8: Do you have the ability to make changes to the site if needed? If not, contact someone who can help you! You, as the website owner, need to have access to make changes as needed or at least know who to contact if the need arises.