Small Business Website
checklist

BRANDING

- ☐ FAVICON
- ☐ LOGO HOME
- ☐ FONTS
- ☐ COLOR PALETTE
- ☐ PICK UP CLUTTER
- ☐ SWEEP FLOORS
- ☐ TAKE OUT TRASH
- ☐ PUT AWAY TOYS

LAYOUT

- ☐ CLEAR SECTIONS
- ☐ APPROPRIATE IMAGES AND TEXT
- ☐ INTUITIVE MENUS
- ☐ HOME, ABOUT, SERVICES & CONTACT PAGES ARE EASY TO FIND
- ☐ MOBILE FRIENDLINESS
- ☐ IMAGE RESPONSIVENESS

BASICS

- ☐ CONTACT INFORMATION AND FORM
- ☐ CLEAR TEXT AND SOLID GRAMMAR
- ☐ SOCIAL MEDIA LINKS
- ☐ CLEAR CTAS ("GET IN TOUCH" BUTTON)
- ☐ LINK TO HOME BUTTON ON EVERY PAGE
- ☐ PRIVACY POLICY
- ☐ ACCESSIBILITY PAGE
- ☐ 404 ERROR PAGE

SEO & ANALYTICS

- ☐ META TITLES & DESCRIPTIONS
- ☐ ALT TEXT ON IMAGES
- ☐ KEYWORDS IN H2 & H3
- ☐ GOOGLE ANALYTICS
- ☐ BACKLINKS FROM SOCIAL MEDIA
- ☐ GOOGLE SEARCH CONSOLE
- ☐ INDEXING REQUESTED
- ☐ SITEMAP XML SUBMITTED