



How do I improve my website?



Website Health Checklist

{your mini-website audit}

Delivering beautiful
digital experiences

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Your FREE website health checklist

Congratulations! You've taken the first step toward improving your website and are already in a better position than thousands of other New Zealand businesses. This Website Health Checklist has been designed to help you address some common digital issues and get your website back on the map.

While this checklist isn't as thorough as a comprehensive website audit, it's a great resource for business owners who want to cover the essentials.

Work through each of the following actions to improve the performance of your website - one step at a time! And if any of these are jumping out and screaming, 'YOU'VE FORGOTTEN ABOUT ME!' - then get in touch, and we can make sure your website is ticking all the boxes.




This is the way to a better functioning website



Messaging

{The written content that features on your website}



When people land on your website, are you removing barriers to a sale and guiding them to an endpoint? Or are visitors left scratching their heads and going elsewhere?

-  **It's easy to find what I'm trying to sell/promote (in less than two clicks)**
-  **My content is free of spelling or grammatical errors**
-  **I tell the customer what to do next (Buy Now, Book Here, Register Online)**

Functionality

{How your website works}



A poorly functioning website is a big red flag for customers. Broken links, dead-end pages and outdated content hurt your credibility. And it's not just site visitors who notice, it's search engines too. Google can spot broken links a mile away and will penalise your site in its page rankings. [Check your links manually, or use a link checker tool like this one by Ahrefs.](#)

-  **All my buttons and forms are working the way they should**
-  **There are no broken links**

Keywords

{The words that people type into a search engine when they're looking for your product or service online eg. local coffee shop}


Using the right keywords in your website can make a world of difference to your enquiries, so make sure you're targeting the right ones. In order to identify your keywords, you have to think like a CUSTOMER, not a BUSINESS OWNER. If you're starting from scratch, [try an online keyword tool](#) to get you started.

-  **I know my keywords**
-  **I use these keywords throughout my website content**

SSL certificate

{A digital authentication certificate that confirms a website's identity and encrypts the connection}

If your website has an SSL, it displays as a small padlock in the search bar when you access the site. Having an SSL certificate gives your customers peace of mind that they're dealing with a legitimate company. SSL certificates can be purchased through your hosting service, their helpdesks can also assist in installing them on your site.

-  **I have an SSL certificate**

Optimisation & Speed

{How easy your website is to get around on different browsers & devices}

Many business websites that were built more than ten years ago haven't been optimised for mobile devices. That means if a customer accesses your site from their phone or tablet, it looks a mess. Check your website from different devices, paying attention to the layout, [load speed](#) and whether the menu displays correctly.



My website looks great (and works well!) on both desktop and mobile devices



The images on my website have been optimised for screens

SEO

{Search engine optimisation - how well can Google read the information on your site}

We need to make sure search engines are putting your website in front of potential customers. Your metadata sits behind your website and is used by search engines to determine if your site is relevant to a search query. [You can check if your website has metadata using free tools like this one.](#)



My pages have meta titles and meta descriptions



My metadata includes keywords and reads conversationally



The images include ALT tags so Google can read them

So, how did you get on? Have you managed to tick everything off the list, or have you identified some areas that need work? Either way, having a better understanding of how your website is performing is always beneficial.

If you'd like support improving aspects of your website or want to delve deeper with a complete website audit, I can help.

Functional website design + creative digital marketing

