

Monday Marketing Motivation

Website Checklist

Keeping your website current is essential for attracting customers, improving search engine rankings, and maintaining a professional image. Use this checklist for a simple, effective website refresh.

Review Homepage Content

- Remove or update outdated promotions, events, or announcements.
- Ensure the main call-to-action is clear and relevant.

Check Contact Information

- Verify that phone numbers, email addresses, and physical addresses are correct.
- Test contact forms to confirm they are working.

Update Product or Service Pages

- Remove services or products you no longer offer.
- Add any new services or recent updates.

Refresh Visual Content

- Add descriptive alt text to all images for SEO and accessibility.
- Ensure your branding (colors, logo, fonts) is consistent and current.

Test Website Functionality

- Check that your website loads quickly on desktop and mobile devices.
- Click through links to make sure they work correctly.

Verify Legal and Privacy Information

- Make sure your privacy policy and terms of use are accurate.

Need help? Seven Oaks Consulting provides content updates, SEO improvements, and website refresh services tailored for small businesses.

Contact us at info@sevenoakscontentmarketing.com

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