



End of Year Online Checklist

Make sure your website and marketing is ready for 2015

For Your Website

Forms

Check, don't assume your forms work. Any form you have on your website from the contact form to the login form should be tested to make sure nothing has caused them to stop working. If you use auto-responders, make sure the information is still correct on them as well.

Products & Services

Are all of the products and services listed still available? Are the descriptions and prices correct? Have you added new ones that are not listed?

Dated Material

Do you have items on your site about "upcoming" events that happened months ago? If your site has a copyright date, is it current? Keep it up-to-date by having it automatically update.

Images

How old are the photos, graphics and images on your website? Have you had the same one since you started your business 10 years ago? Freshen up your website by adding new images.

Dead Links

URLs can change, so make sure that all of your links are valid. You don't want to send your website visitors (or search engine bots) off to dead ends.

Favicon

Make sure your favicon is current and looks good on all devices/browsers. Different browsers can require different favicon files/formats.

Mobile/Tablet View & Cross Browser Compatibility

Take a look at your website on all the different devices on which your customers might view it. These include, big screen TV's, large and small desktop monitors, large and small tablets, large and small cell phones, and even smart watches. There are also different versions of each browser that are still in use. To make it even more confusing there are different browser versions for different operating systems too. Browserstack.com is a great tool for all of the above.

Off Site Backups

Is your website backed up? Is it backed up as often as you update it? Is it backed up on a different machine/location than your host? Do you have a hardcopy? Make sure your email and other mission critical data are backed up while you are at it too.

For Your Search Engine Optimization

SSL Certificate

If you have an SSL certificate, make sure it is current and that you know/will be informed when it expires. If you don't, consider getting one.

Content

When was the last time you added new information to your website? If it has been more than a month or if you don't regularly do so, make a resolution for next year. Google will reward your efforts.

Back Links

Make sure the websites linking to your site are not in "bad neighborhoods". There are lots of free tools online to help you do this.

For Your Social Media

Contact Information

Check, don't assume your contact information is correct. This includes your website, social media platforms, map listings, and directory listings.

Links/icons on your website

Click each social media icon/link you have on your website to ensure they are still correct.

Purge Your Fake Followers

Fake followers are a bad thing... remove them. There are lots of resources out there which will help, just google it.

Google Yourself

It is never a bad idea to google your name and your company's name every now and then. Your prospective customers do, you should too.

For Your Domain

Domain Registrar/Host

These are two different things sometimes. Make sure your login information is correct and saved in a secure place for both. While there, make sure your credit card and contact information is current too.

Whois Data

It is imperative that the whois information for your domain is up to date. If it is not, your registrar may turn off your domain without any warning.

Turn Off "Privacy"

Many registrars and hosts now offer "privacy" settings for your domain or other accounts with them. This is not a good idea - why would you want your business info private?