



## WEBSITES WITH BEAUTY & BRAINS CHALLENGE

# WEBSITE CHECK-UP

### OVERALL:

- Make sure your site loads in under 3-4 seconds on desktop and mobile. You can test this on <https://tools.pingdom.com> and <https://www.thinkwithgoogle.com/feature/testmysite>.
- Make sure your plugins are up-to-date (*but make sure you make a back up first!*) <https://updraftplus.com> is a great backup plugin for this.
- Make sure you have an SSL and not a "Not Secure" warning sign next to your URL.
- Correct/remove broken internal and external links via <https://www.brokenlinkcheck.com>.

### ON DESKTOP/MOBILE

#### + ALL MAJOR BROWSERS (CHROME, FIREFOX, SAFARI):

- Test every link throughout your site to make sure it goes to the right place.
- Test every social media link to make sure it goes to *your* account (*and there's some design consistency between your social media accounts and your website so visitors know they're in the right place!*)
- Test the "Buy Now" buttons on your product pages and go through your own checkout process to make sure your shopping cart is working as intended. See what happens if you don't fill out parts of the checkout process correctly to see error codes, what they say, and how they could be improved.
- Test your contact forms to make sure they're working and you're getting the email. See what happens if you don't fill out the form correctly to check for error codes, what they say, and how they could be improved.
- If you're a service-based business and once people submit their contact form, you shoot them a link to book a call, test what it's like for your customer to book a call. Take a look at the notifications and reminders they get. Make sure it's easy for them to know what happens next, who's calling who, what platform (*Zoom? Skype? Google Hangout?*) will be used, etc...

- ❑ Test your email opt-in form to make sure the freebie gets delivered and the email address is registering on your platform. See what happens if you don't fill out the opt-in form correctly to check for error codes, what they say, and how they could be improved.
- ❑ Test what it's like to unsubscribe from your email list. How easy is it to do? How many emails get sent to confirm the unsubscription? What could make it easier and more streamlined?
- ❑ Test your videos to make sure they play (*all the way through!*) on your site, and see what happens after the video – hopefully a call-to-action to contact you! Consider applying captions using the service <https://www.rev.com/caption> so the video is accessible to the hearing-impaired and people who are goofing off at work by watching videos with the sound off.
- ❑ Test sharing your podcast/blog posts via your social media share buttons to see if they work, and what the featured image looks like.

### **OTHER THINGS TO LOOK OUT FOR:**

- ❑ Do any dates on your podcast/blog posts or opt-ins need to be updated/removed?
- ❑ Are there time-sensitive blog posts that need to be removed, like events that've passed, or programs that are no longer available or in existence?
- ❑ Are there any weird bits of code on your pages that are showing but shouldn't be?

### **NOTES:**