



WESTEBBE MARKETING
creative content for
strategic marketers

50-Point Website Content Checkup

Is Your Website Content Working for You?
Score each item below: **2 for yes** and **1 for No**.
See your results below.

I. Graphic Design & User Experience	1	Is the site well branded throughout?	
	2	Are fonts, style elements, and colors used consistently?	
	3	Is the site easy to read considering contrast, font and space?	
	4	Are images and other media clear, functional, and high quality?	
	5	Is the company contact information easily accessible?	
	6	Are navigation bars intuitive and consistent?	
	7	Is information well organized and easy for the reader to digest?	
	8	Do links and media assets work properly?	
	9	Are calls to action strong, with easy access to landing pages?	
	10	Is site load-time reasonable?	
	Section Score		
II. Copy & Messaging	1	Does each page have a clear message and distinct purpose?	
	2	Does the site address typical user needs and questions?	
	3	Is copy concise, engaging, and user-focused?	
	4	Are the h1 headlines strong and SEO-optimized?	
	5	Are h2 subheadlines well ordered and SEO-optimized?	
	6	Are page sections appropriate and not too lengthy?	
	7	Does copy emphasize company and product benefits?	
	8	Are there appropriate calls to action? (click, read, purchase?)	
	9	Does each page flow in a natural, easy-to-read order?	
	10	Is the body copy easy to skim?	
	Section Score		
III. Landing Pages & Lead Forms	1	Does the page clarify what users get for the data they provide?	
	2	Is there a clear, direct and punchy headline?	
	3	Is there a short supporting subhead?	
	4	Do landing pages the the unique selling proposition?	
	5	Are landing pages non-distracting, without navigation?	
	6	Is there a high quality image or video?	
	7	Is the form easy for the user to complete?	
	8	Does the amount of required info match the offer's value?	
	9	Is there a clear, highly visible call-to-action mechanism?	
	10	Is the form compliant with all US/International privacy policies?	
	Section Score		
IV. Search Engine Optimization (SEO)	1	Does each page have a h1 unique, SEO-optimized title tag?	
	2	Is your meta description SEO-optimized and under 140 characters?	
	3	Are h2 and h3 subtitles SEO-optimized and sensibly ordered?	
	4	Are there internal links to relevant and popular pages on your site?	
	5	Do you have links to relevant and authoritative external sites?	
	6	Do images have alt tags and are they cropped to proper pixel size?	
	7	Are urls short, optimized and clearly indicate page content?	
	8	Are primary keywords in your title, alt tags, and h2 and h3 tags?	
	9	Does your page load within several seconds?	
	10	Are you using social sharing buttons and CTAs (calls to action)?	
	Section Score		

V. Company Blog	1	Is your blog site easily accessible, well branded, and quick-loading?		
	2	Is there a clear path to company and contact information?		
	3	Are blog posts published regularly one to four times a month?		
	4	Is each blogpost high quality, relevant, and shareable?		
	5	Are sections within posts short, well organized, and easy to digest?		
	6	Are the title and first few sentences engaging and search optimized?		
	7	Are keywords researched and placed appropriately in blogposts?		
	8	Does each blogpost have an image or video with alt tag?		
	9	Are the title, h1, and h2 tags optimized for search?		
	10	Is there a compelling call to action?		
	Section Score			
How Did You Do?	Total Score (Add up the sections)			
	TOTAL SCORE 1-50 LEARN & GROW	TOTAL SCORE 51-85 CONTINUE BUILDING	TOTAL SCORE: 86-100 KEEP IT FRESH	
	Explore how to improve and optimize website content and navigation.	Review each page for SEO, usability, and conversion opportunities.	Regularly create new and updated content with attention to SEO.	
About Your Scores	<p>Section Scores: Remember that "content is king." Look at how well each section scored on its own and in comparison with other sections. This will help you identify how to best use your resources, focusing on areas requiring the greatest attention.</p> <p>This checklist is a good start, but far from comprehensive. Look for an experienced creative team to plan and create high quality, optimized content that will drive traffic, convert users, and perform beyond your expectations.</p>			
If you'd like to improve your website results—while removing stress from content overload—we can help.				
Contact Westebbe Marketing Today.				
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