Site Readiness Checklist

Before you invest more in your digital channels, optimize your web site to engage and capture your visitors.

☐ Does the site tell a clear and succinct story?

☐ Does each page have a logical call to next step?

☐ How are your menus and navigation?

☐ How many pages do you have?

☐ How many pages are added each month? Use BrightEdge to select topics.

☐ Do all pages of the site load within 2 seconds?

☐ Is the site responsive and able to handle mobile traffic? Check it on your mobile device. How is the experience?

☐ Is site analytics set up? How is bounce and dwell on key pages? What are the primary navigation paths?

☐ Do you have a heat map tool set up? Analyze all elements from menus to calls to action.

☐ Do you have an A/B testing tool running? How many tests will you run this quarter?

☐ Does every blog link to other blogs and pages?

☐ Does site have site search? Does it work well? Check site search queries.

If you would like to discuss the topic, please contact your customer success manager, call us at 800-678-8023, or email us at info@brightedge.com.