

*Do You Know...*  
**The State of Your Web Site?**  
**A Self-Assessment Checklist – Version 1.0**

**Please check all that apply – once completed view the next page for more information**

**Business**

- 1. Is your branding and/or logo easily identifiable?
- 2. Is your online branding consistent with your offline branding?
- 3. Do you have goals for your Web site?
- 4. Do you do email marketing or send newsletters?
- 5. Do you have a blog?
- 6. Do you regularly review the Web site analytics (or hits)?
- 7. Does the Web site reflect all of your products and services?
- 8. Has the Web site been updated in the last year?
- 9. Does a company name search return the Web site?
- 10. Does the Web site come up on search for keywords you would expect it to?
- 11. Are domain names registered for your products and services?
- 12. Do you have a list of all domain names and when they expire?
- 13. Is domain name contact information accurate?
- 14. Do people access the Web site with mobile devices?

**Content**

- 15. Does the Web site look good in all Web browsers?
- 16. Do all Web pages have a title appearing in the browser title bar or tab?
- 17. Does the Web site have "friendly" and logical error messages/pages?
- 18. Does the Web site have a sitemap page?
- 19. Does the Web site have sales return and privacy policies and terms of use?
- 20. Is the most important content at the top of all Web pages?
- 21. Is most or all content within 3 clicks?
- 22. Is all content current - by date or subject?
- 23. Is contact information prominent?
- 24. Does the home page have an "elevator pitch" for the company or entity?
- 25. Does the Web site load with and without the "www" in a link?

**Design**

- 26. Are images clear and sharp, and not fuzzy or pixilated?
- 27. Are photos of key staff or management used?
- 28. Does most all content appear in a Web page and not in a popup window?
- 29. Do text labels appear for images when you mouse over the image?
- 30. Is most or all content in standard text and not within images?
- 31. Does the Web site use Flash only where required and it is not all in Flash?
- 32. Do you have print preview / print friendly link?
- 33. Is the first page the home page and not a "splash" page to click through?
- 34. Is an SSL "seal" visible for eCommerce?

## **Know The State of Your Web Site**

Review all items and check those that apply. If you are not completely sure of an answer or do not understand it, it's best to leave it unchecked.

The purpose of this checklist is to make a self-assessment of your Web site and provide clarity in determining if it needs a redesign or enhancements made to it. In theory, the more items checked, the better the state of your Web site is.

If an item is not checked, however, it does not necessarily mean there is something direly missing from your Web site that is causing you to lose customers. It does, however, present an opportunity for your Web site to be reviewed to ensure the Web site is not missing any opportunities when visited.

## **What is The State of Your Web Site all about?**

The origins of The State of Your Web Site come from the former Web consulting business of Mike Maddaloni. As he felt there is still some relevance to having such a checklist, he has republished this original version, dating back to 2010, and is revisiting the questions posed.

Future updates will be posted at **[thestateofyourwebsite.com](http://thestateofyourwebsite.com)** and **[thehotiron.com](http://thehotiron.com)**.

## **For More Information**

If you have questions or comments on The State of Your Web Site, you may reach Mike at:

Blog: [thehotiron.com](http://thehotiron.com)

Twitter: [@thehotiron](https://twitter.com/thehotiron)