tea and toast

Website Address

CMS Type

Host Company	Date Bought	Renew Date	Bandwidth	Date of MOT

Please mark below columns (E) as you see fit : Essential X Non Essential O

Elements / Components	E	Pass	In Progress	Fail
Basics				
Domain				
Hosting				
CMS - update - up to date				
Users with access validated				
Domain forwarding - reduced				
Brand				
Logo / Fav Icon				
Brand guidelines - built into web style / template				
Key Item on page or as page				
Case studies				
Interactive / Reviews (TrustPilot / Google Business)				
Certification - Quality marks				
About / vision / ethos				
Contact page				
Business info update VAT/Charity				
GDPR / Cookie / Privacy Policies (popup / footer)				
Data & Stagegy				
Google Analytics setup				
Bounce / Organic growth				
Goal setting - key pages				
Broken links - Google Search Console				
404 errors - Google Search Console				

Elements / Components	E	Pass	In Progress	Fail
Site Structure				
Navi - two levels deep				
URL slugs				
Clear navi				
Breadcrumbs				
Home page - follows rules				
CTA clear - top fold				
Mobile / Loading Hacks				
Google page speed test - speed test				
Content Paintful - first load				
Sitemap - success				
SEO				
Cornerstone - identified				
Cornerstones optimised (Yoast / Hemingway)				
Schema				
Internal pages links				
Linking to external pages - sharing knowledge				
Images optimised - alt / desc / caption				
keywords analysis - LSI graph .com				