

Website Checklist

Website Prep & Needs

- Domain name / url - purchase a domain name for your website
- Outline of pages, sections & features needed
- Verbiage written - for each section & page
- Photos & images - gather photo or images as well as rename and describe each one
- Online profiles updated & consistent - update all of your online profiles so each has the same information

Website Updates

- Mobile Friendly - Make sure the view of your website on a mobile device is showing properly
- Headlines - Create or update clear headlines & subheadings for organization
- SEO - add in 'long tail keywords' to each section on each page (location, service & customer based)
- Google Console - set up Google Console for your website to enable Google Analytics
- Images - add descriptive file names and ALT text (name & description) for each image
- Top 5 site elements to include:
 - your story
 - your contact information
 - your location & hours
 - your services
 - your social media accounts

Website Maintenance

- SEO monitoring - Google your business & longtail keywords to make sure you are still showing up high on the list
- Photos - Update photos & the SEO keywords as often as possible
- Business Details - Review & update any changes in hours
- Website Content - Review & update sections of your site to keep it fresh which will help your SEO
- Links - Review links to make sure each is still working properly
- Analytics - Review Google Analytics to see where your traffic is coming from as well as what keywords are being used too find you
- Google Console - request Google crawl your website based on new updates

Organization isn't about perfection; it's about efficiency, reducing stress & clutter, saving time & money as well as improving your overall quality of life.

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