

~The Passionate and Profitable Yogi~

Pimp and perfect your website checklist:

Your website is the place that you can control your message and brand the most, but are you making good use of your website? These tweaks below can help you raise your ranking on search engines and then once people have found your website make it the best user journey possible.

- Take a look at your website – do you think it speaks to the customers you want to attract? Is your content relevant and on brand?
- Have you got your SSL Certificate?
- Check your load time – do a ping test to see how long it takes to load
- Have you got and broken links (404 errors). There are broken link checkers available
- Check your images file sizes - too big and it will take too long to load
- Get yourself listed on Google business – it's free and also gives you analytics
- Get on google reviews – good reviews will push you up the list
- Internal linking – do you have pages internally linking to other pages? Better user journey
- Do you know your top 3 key words and are you using them in your copy? What do you think your potential customers will type in? Have you used and keyword checkers?
- Slugs (these are the bits that come after your domain name on each page) do this link to your key words or products?
- Are you up to date? Spiders and robots will pick up on you updating content on a regular basis and push you up the list
- Backlinks – how many places are there external links to your website? The more the better
- Have calls to action! Can someone buy direct from your website? Or sign up for your mailing list?