spindustry

Website **Essentials** Checklist

A comprehensive checklist to help you evaluate your site and uncover hidden opportunities for improvement.

ANALYTICS & TRACKING

- [ ] **Google Analytics Installed**
  Ensure tracking is active to monitor traffic, user behavior, and conversions.

HOME PAGE OPTIMIZATION

- [ ] **Title Tag**
  Clear, keyword-rich, and under 60 characters.
- [ ] **Meta Description**
  Compelling summary (under 160 characters) to improve click-through rates.



TECHNICAL SEO

- [ ] **Robots.txt**
  File Properly configured to guide search engine crawlers.
- [ ] **SiteMap.xml**
  File Submitted to Google Search Console for better indexing.

CONTENT & KEYWORDS

- [ ] **Keyword-Optimized**
  Copy Pages include relevant keywords naturally integrated into content.
- [ ] **Content Readability & Relevance**
  Clear, engaging, and aligned with user intent.

CONVERSION ELEMENTS

- [ ] **Clear Calls to Action (CTAs)**
  Strategically placed buttons or links that guide users to take action (e.g., Contact, Buy, Subscribe).
- [ ] **Lead Capture Forms or Contact Info**
  Easy for users to reach out or convert.

ADDITIONAL ESSENTIALS

- [ ] **Responsive Design**
  Your site should look and function well on all devices - phones, tablets, and desktops.
- [ ] **Fast Load Times**
  Optimize images, scripts, and hosting to ensure your site loads quickly.
- [ ] **SSL Certificate (HTTPS)**
  Secure your site with HTTPS to protect user data and build trust.
- [ ] **Internal Linking Structure**
  Help users and search engines navigate your site with relevant links between pages.
- [ ] **Privacy Policy & ADA Compliance**
  Include a privacy policy and ensure your site meets basic accessibility standards.