Website MOT

If, like us, you are getting round to things that have been on your list for a while; here is a step-by-step guide to help you review your website so that as soon as we receive the 'green light' from the Government your website marketing is refreshed and ready to go.

1.SSL'S

Does your website have a padlock next to your domain name in the address bar? Google is starting to warn if you don't.

2.PLUGINS

If you have a WordPress website, check that you aren't running any out of date plug ins as they make your site slow and unsecure.

3.PRIVACY

Does your website have a privacy policy? Does it include your cookie policy and have you reviewed it recently?

4. COOKIES

Recent leglisation means that you must let visitors know if you use cookies on your website.

Visitors should then have the option to opt in or out of non-essential cookies (essential cookies do not require consent but you do need to explain what you are using.)

Your Privacy Policy should now be titled 'Privacy & Cookie Policy', or you need two separate policies displayed on your website.

5. SEARCHABILITY

Imagine you are a customer looking for the service you provide. What would you type into the Google search?

Remember to think outside of the box. Don't think about what you would type. You know your business. Think about how someone would describe what you provide in non-specific terms.

When you have you worked this out, go back and check your website content. Does your text include any of the terms that a 'layman' would use?

> Also, check your headers (the main titles on your pages. Do they say exactly what you do?
> Google uses these to index your site, so it's important they they are clear and obvious.

7.USER EXPERIENCE

"It takes 2.6 seconds for a user's eye to land on the area of the website that most influences their first impression' Sweor

It's important to consider how your visitor experiences your website:

- Is it mobile friendly, easy to use and quick to load?
- Do you emphasise your key services or products immediately on your home page?
- Do all of your links work and take you where they should?
- Have you checked your enquiry form works correctly?

6. CONTENT

How often do you check the content on your website?

- Is the information & contact details correct?
- Are the products current?
- Do you still offer everything you say you do?
- Do you have clear contact call to actions?
- Do your images need changing or refreshing?
- Does the design reflect your current brand?

A good website is never finished.

At Adventure, we really encourage our clients to regularly review their website to keep it secure, efficient and current.

If we can help in any way at this difficult time, please just drop us a message at the email below:

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ADVENTURE