TIPS CHECKLIST
WEBSITE DESIGN & MARKETING

✔ **Proofread everything!**
Check consistency, spelling, and grammar on the entire site. Also make sure your address, phone number, and other contact information are on every page - the footer is a great place for this.

✔ **Create an XML sitemap and submit your site's index to local search engines.**
- Yahoo! Local
- Google Local
- Bing Local
- Ask City
- CitySearch (data on this site feeds Ask & Bing)
- Yelp (data on this site feeds Bing & Yahoo!)

This is a great way to validate your site. Be sure to also check formatting of site results in search engine results pages.

✔ **Submit site information to relevant local business and industry directories, and try to get links from same sources as your competition.**

✔ **Have customers submit reviews.**

✔ **Take advantage of geo-targeted PPC opportunities, and possible use of AdWords.**

✔ **Use defensive design.**
Create custom 404 error pages and re-direct pages.

✔ **Create a favicon.**
A favicon brands the tab or window in which your website is open in the user's browser. Display your logo throughout your site, and keep your branding consistent.

✔ **Use metadata keywords, descriptions, and page titles.**
Create metadata keywords and descriptions relevant to your site. You can do this by checking competitor's sites. Target keyword use throughout your site.

✔ **Set up Analytics, Feedburner and any other packages for measuring ongoing success.**
Use these tools to monitor and respond to feedback, and check for problems, popular pages, etc. Update you site's content regularly!

✔ **Check all URL's/links.**
Don't just assume all your links work. Click on them. Ensure there are no test links or content from staging site, on the live site. Ensure all old URL's are redirected to relevant new URL's.

✔ **Check functionality.**
View your site in different browsers (Firefox, Safari, Internet Explorer) and on different computer screens with different resolutions. Test all forms and plugins (Flash, JavaScript).

✔ **Perform security tests and backups.**
Configure backup schedules and test recovery from backups. You should protect any sensitive pages, and use robots.txt where necessary. Set up e-mail monitoring of backups and alerts. It is also a good idea to print out style sheets in case of a crash.

✔ **Optimize your site.**
Performance tests can determine load times and image optimization, as well as total page size/download time. Check and implement caching where necessary.

✔ **Market yourself/your site through social media.**
Social marketing can and should be done through Facebook, Twitter, YouTube, LinkedIn, Stumbleupon and Digg, and/or through blogs and RSS feeds. Make sure all necessary links are included on your site in easy to find places.

✔ **Market yourself/your site through e-mail marketing.**
One of the easiest, fastest, and cheapest ways to reach your target audience. Let them know about your web presence and drive them to your site. Keep in touch and communicate often.