Website Check- Marketing Point of View

1. Based on User Experience
- Keep website simple & easy to navigate
- Memory hook to grab customer attention
- Increase curiosity through quality Images/Videos/Messages
- Leadmagnet for customer sign up
- Phone & Email clickable from mobile

2. CTA
- Place CTA correctly & Tell them what to do after sign up
- Contact form- thank you note
- Set up Email sequence for nurturing customers
- contact form details reaching right person for further nurturing
- Is the Google map Linked to website

3. Overall Look & Feel
- Is the web site appealing target audience
- Choose attractive design
- Mobile responsive website
- Over all credibility score 0-10
- Tag line of your business

4. Things to Check inside website
- Connect web site forms to CRM to capture details
- Use high resolution images all over
- Email ID & Phone placed in prominent locations
- Website year is updated?
- All Key elements - Blogs, Testimonial, Customer details present?

5. Social Media Links
- All Social Icons placed correctly- in header and footer
- All Social icons point to correct social platforms which is working
- Is all Social Media Platforms set up with all informations

6. Back End Connections
- Set favicon to show in browsers
- Install GTM code in website
- Install Chrome Extensions to check all codes firing properly
- All other codes such as GA, FB Pixel placed inside GTM

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1.2. Memory hook to grab customer attention

1.3. Increase curiosity through quality Images/Videos/Messages

1.4. Leadmagnet for customer sign up

1.5. Phone & Email clickable from mobile

2. 2. CTA

2.1. Place CTA correctly & Tell them what to do after sign up

2.2. Contact form- thank you note

2.3. Set up Email sequence for nurturing customers

2.4. contact form details reaching right person for further nurturing

2.5. Is the Google map Linked to website

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