Is Your Current Website ...

Complete B2B Website Checklist



Questions

- [ ] Showcasing accurate, up-to-date information?
- [ ] Properly branded for your business?
- [ ] Reflecting the goals and mission of your organization?
- [ ] Building up the credibility Of your products and services?
- [ ] Accurately showcasing your expertise?
- [ ] Consistent with the quality standards of your business?
- [ ] Hosting engaging and helpful content?
- [ ] Complying with SEO best practices?
- [ ] Addressing common client questions?
- [ ] Showing up in search engine results for prospects?
- [ ] Responsive or mobile optimized?
- [ ] Getting traffic from visitors that fit your ideal client profile?
- [ ] Integrated with social media sites like Facebook and Twitter?
- [ ] Able to showcase video content?
- [ ] Increasing the reach of your business?
- [ ] Using effective calls to action (CTAs)?

- [ ] Generating and capturing leads for your sales team?
- [ ] Easy to update and maintain?
- [ ] Inviting and easy to navigate?
- [ ] Creating a great experience for clients and prospects?
- [ ] Acting as a useful resource for existing and prospective clients?
- [ ] Equipping your business for success?
- [ ] The best possible digital face of your business?

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