

# 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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