BlueBarDigital's Website Optimization Checklist for Better Customer Engagement

Visitors to your website have zero patience for hard-to-find info and will quickly click elsewhere.

This checklist provides an overview of features that help your visitors have a satisfying visit to your website.

Branding

- Is your logo prominently displayed?
- Does your tagline clearly communicate what you do?

Contact Information

- Is your business phone number visible on the homepage?
- Do you have a 'tap to call' button for mobile users?
- Have you got easy-to-find webforms on your website for users to message after hours?
- Are your physical store address and hours easy to find?

Service and Product Display

- Are your services or products clearly listed and described?
- Do you have high-quality images or videos of your offerings?

Navigation & User Experience

- Is your site menu intuitive and easy to navigate?
- Do you have a search function for visitors to find specific information quickly?

Call-To-Action (CTA) Buttons

- Are your CTAs (like 'Buy Now', 'Contact Us', 'Sign Up') clearly visible and compelling?
- Do you have CTAs on each page guiding visitors to the next step?

Loading Speed

- Does your website load within 3 seconds?
- Have you used tools like Google PageSpeed Insights to test and improve loading times?

Social Proof

- Do you display customer testimonials or reviews?
- Are your business's social media profiles linked and accessible?

Mobile Optimization

- Does your website adjust well to different screen sizes (responsive design)?
- Have you tested your site on various mobile devices?

Security & Privicy

- Is your website SSL certified? (https)
- Do you have a privacy policy and terms of service accessible to users?

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