

Free  
checklist

# How's the health of your website?

- Add a Blog to your website** and ensure you update regularly. This improves the SEO and ranking of your website on Google, meaning more people will find it.
- Add 'Alt Text' wording to all your website images**, again for SEO sake to improve your ranking on Google.
- Ensure your website is 'mobile friendly'**. More than half of the world's population looks at the internet using their mobile phone. Google has a 'Mobile-Friendly Test' where you can test the URL of your website.
- Check you have Google Analytics set up** so you can track where your website browsers are coming from and which page they are leaving on.
- Ensure you are linking to your social media accounts** through your website.
- Explore where you can get backlinks**, i.e. a client you have worked with includes your website on their website.
- Regularly test your website links and fix broken ones** or old, outdated content.
- Set up 'Google My Business'** for better visibility.

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