Check-list: Website Readiness for Digital Marketing

electronics FOR YOU
YOURS SINCE 1969

Website Name: _____

ITEMS TO CHECK	YES / NO
Have you provided contact info on your website?	
Is the Contact Info correct and up-to-date?	
Have you provided the main phone number and email ID–max, 2 of each? And, not too many options?	
Have you provided a Contact Form on your website?	
Is the Contact Form working? Did you check it in the last 30 days?	
Is your Contact Form visible from all or most pages of your website?	
Have you designated who will receive the email when someone fills the Contact Form and who and by when is expected to reply?	
Have you tested the response to Contact Form submission in the last 30 days, via a dummy submission?	
Is your website responsive, which means it shows nicely on mobile phones too?	
Are email IDs listed on your website (and your business cards) with your domain-name, and not gmail, hotmail, etc?	
Has the copyright year been updated for your website?	
Are your products, and the latest products listed on your website?	
Have you listed some of your prestigious clients on your website to build trust?	
Have you published feedback or testimonials of your customers, to further strengthen the trust?	
Do you have a Chat facility to engage with visitors and seek their contact details?	
If you do have a Chat facility, does your team make sure to mark themselves offline, when not attending to chat?	
Has anyone been designated to be online during working hours to welcome and handle customers who come to your website?	
Has Google Analytics been installed on your website and is it functional?	
Are you getting monthly reports (Google Analytics) that enable you to understand how your website is doing?	
Does your website have an SSL certificate?	