



DUE NORTH MARKETING

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Website Essentials Checklist

A comprehensive guide for a professional, high-performing website.

TECHNICAL SETUP

☐ Domain registered & renewed

Keep your domain active and renewed before expiry.

☐ SSL certificate active (https://)

Secures your site and builds visitor trust.

☐ Fast, reliable hosting

Ensures quick load times and uptime.

☐ Loads in under 3 seconds

Faster sites retain visitors and improve SEO.

☐ Mobile-friendly layout

Works well on phones and tablets.

☐ Browser compatibility

Test Chrome, Safari, Edge, and Firefox.

☐ CDN configured

Delivers content quickly to all users globally.

☐ Caching & compression enabled

Speeds up your pages by reducing load size.

☐ No broken links (404s)

Keep your navigation smooth and trustworthy.

☐ Clean URLs

Readable links (e.g., site.com/about) improve SEO.

☐ XML sitemap submitted

Helps search engines find every page.

☐ robots.txt configured

Guides search engines on what to index.

☐ Favicon added

Displays your logo in the browser tab.

NAVIGATION & LAYOUT

☐ Clear main menu

Visitors should instantly know where to click.

☐ Clickable logo

Always link your logo back to the homepage.

☐ Logical page structure

Keep your layout simple and predictable.

☐ Sticky or simple navigation

Make key links easy to reach at all times.

☐ Footer with key links

Include contact, privacy, and main pages.

☐ Internal links

Connect related pages to guide readers.

☐ Search bar

Useful for large sites to locate info quickly.

☐ Back to Top button

Helps users easily return to the top of long pages.

CORE PAGES

☐ Homepage

Provide a clear intro, visuals, and a call-to-action.

☐ About Page

Explain who you are and build trust.

☐ Services or Products Page

Describe what you offer and why it's valuable.

☐ Contact Page

Include a form, phone number, and location details.

☐ Blog or News Section

Add fresh updates and boost SEO.

☐ Privacy Policy & Terms

Show professionalism and meet legal requirements.

DESIGN & CONTENT

☐ Consistent fonts and colours

Keep a clean, unified brand look.

☐ High-quality images + Alt text

Look professional and stay accessible.

☐ Clear headings (H1, H2, H3)

Organize information for users and SEO.

☐ Readable paragraphs

Short and easy to follow text.

☐ Buttons that stand out

Encourage users to take action.

☐ Accessible colour contrast

Ensure text is readable for everyone.

☐ Modern layout

Simple, uncluttered design builds confidence.

☐ Optimized videos

Reduce file sizes to keep pages fast.

☐ Copyright in footer

Adds legitimacy and protects content.

SEO & ANALYTICS

☐ Title tags (<60 chars)

Keep them short and keyword-rich.

☐ Meta descriptions (<150 chars)

Summarize the page for search results.

☐ Unique titles per page

Avoid confusion and duplicate listings.

☐ Natural keyword use

Write for people first, not bots.

☐ Descriptive image names

Help image searches find your site.

☐ Internal/External linking

Strengthens your site's authority.

☐ Schema markup

Gives search engines extra details.

☐ Google Analytics

Tracks where visitors come from and what they do.

☐ Google Search Console

Monitors search presence and indexing.

☐ Social sharing previews

Makes your links look great when shared.

ACCESSIBILITY & USABILITY

☐ Readable without zooming

Ensure clarity and legibility for all users.

☐ Keyboard navigation works

Site usable without a mouse.

☐ Alt-text for images

Describes visuals for screen readers.

☐ Form field labels

Every field should be clearly named.

☐ Colour contrast (WCAG)

Meets accessibility standards.

CONVERSION & ENGAGEMENT

☐ Clear Call-to-Action buttons

Direct users toward the next step.

☐ Contact form confirmation

Assures users their message was sent.

☐ Newsletter signup

Capture leads for future contact.

☐ Social media icons linked

Make sure buttons go to active profiles.

☐ Testimonials or reviews

Show real feedback to build trust.

☐ Trust badges

Display secure payment or verified logos.

SECURITY& MAINTENANCE

☐ Backups scheduled

Keep automatic backups running regularly.

☐ Software/plugins updated

Close security holes by staying current.

☐ Security plugin active

Adds an extra layer of protection.

☐ Strong passwords

Use unique, complex passwords.

☐ Spam protection

Stop unwanted form submissions.

ONGOING UPDATES

☐ Check links monthly

Repair broken links or redirects.

☐ Update plugins weekly

Prevent security and performance issues.

☐ Review SEO quarterly

Adjust keywords and check analytics.

☐ Add new content

Keep your site fresh and engaging.

☐ Monitor traffic

Watch trends and visitor habits.