# Website Performance Checklist
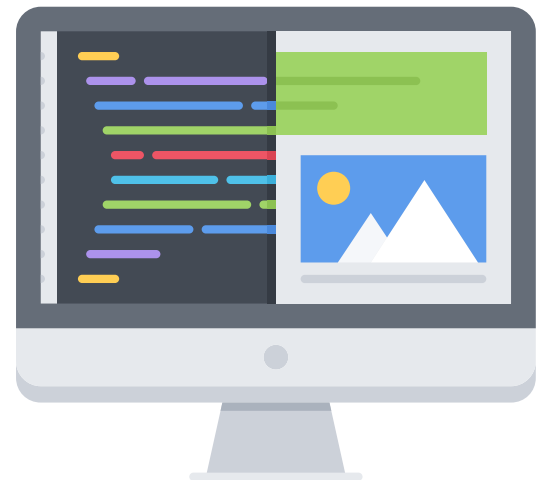
by Pen Publishing Interactive

**Your Domain:** http://

## ✔ Check the Basics

- [ ] My website has an SSL Certificate
- [ ] My website loads correctly when opened in different browsers
- [ ] My website is responsive (loads correctly across multiple devices and screen sizes)
- [ ] I have analytics set up to track traffic to my website
- [ ] I am using my company's domain name in my professional email address
- [ ] My address and phone number are listed on every page of my website
- [ ] My website has my company's most current informaiton
- [ ] My website has a prominent call to action (call us, request quote, contact us)
- [ ] I can edit the content of my website
- [ ] I make regular backups of my website

## ✔ Advanced

- [ ] All images on my website have Alt Tags
- [ ] My website has quality backlinks
- [ ] I have submitted my website's sitemap.xml to Google for indexing
- [ ] I am regularly adding and updating my website content and checking that Google is indexing the changes
- [ ] I have a CAPTCHA on forms to reduce spam

# Competitive Analysis

**Who are your competitors?**

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**What features do their websites have that yours could benefit from?**

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## Your Top 5 Keywords

List your keywords and search them in an private browsing window to see where you rank.

1. _____   Search Rank: _____

2. _____   Search Rank: _____

3. _____   Search Rank: _____

4. _____   Search Rank: _____

5. _____   Search Rank: _____

## ✓ Additional Items:

- ☐ My company has branding guidelines that my website adheres to
- ☐ I have a digital marketing plan in place
- ☐ I am regularly posting new content on my website (articles and blog posts)
- ☐ I am tracking my rankings and my competitors' rankings
- ☐ I am utilizing social media for my business and linking to it from my website
- ☐ My website is a good representation of my company's brand and culture
- ☐ I have a Search Engine Optimization strategy in place

## Notes:

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## PEN
PUBLISHING INTERACTIVE

## About Us

Pen Publishing Interactive, Inc. is a trusted online business solutions provider. We have over 25 years of experience and are headquartered in Wichita, KS. We provide e-mail, hosting, and digital marketing services across the United States. We serve various industries and provide unparalleled customer support. Contact us today to get all your online business solutions in one place.

# Do you need help making improvements to your website?

Schedule a free 30 minute consultation with our Executive Marketing Director, Eloy.

## Schedule Your Consultation

**penpublishing.com/schedule-consultation/**