



The Manufacturer's Website Audit Checklist



gorilla76

The Manufacturer's Website Audit Checklist

KEY POINTS	ACCOUNTED FOR?
Your company views your website as a constantly-growing and evolving asset rather than a project with start and completion dates.	
Your website is built on a flexible content management system (for example – Wordpress).	
You can easily make edits and add pages on the fly.	
An editable Learning Center, Resource Center or blog currently exists on your website.	
This Resource Center is already filled a significant base of resourceful content (blog posts, videos, tools, white papers, etc).	
This content is NOT promotional in nature (company news and events), but instead designed to address the common problems and related questions of your ideal customers.	
The previously-described audience-centric resources are thorough, thoughtful and differentiated from those of your competitors.	
Each key page on your website targets an important keyword or phrase, which is consistently and naturally used in the page title, URL and headlines (H1s and H2s) of that given page.	
You've implemented a strong contextual linking system between pages of your site (for example – a reference to topic X in the body copy of one page links to a page that further details that topic).	
You've carefully planned out paths to guide visitors from the points at which they arrive on your website to the points at which they take a lead-generating action (like filling out a form or picking up the phone).	
Along these conversion paths, you've implemented clear calls to action that drive to lead-capture pages where you've gated offers behind forms to enable lead generation.	
Unique conversion paths have been designed for each of your key buyer personas.	
Unique conversion paths have been designed for different stages of these personas' buying processes (Research, Consideration and Purchase).	
You're using live chat and/or chatbot technology to engage visitors in conversation in real time.	
Your website is designed responsively (the display of content visually adapts to the device on which it's being viewed).	
Your website is secure (HTTPS rather than HTTP).	
Forms connect directly to a CRM and/or marketing automation software where new contact records are automatically created.	
Browser cookies track revisits and page views for specific individuals who have filled out forms on your website.	
Google Analytics is already collecting data about your website's performance and visitors.	
You use this analytics data to regularly inform marketing decisions.	

Review your checklist with an industrial marketing consultant. Visit gorilla76.com/consultation