

Design / User Experience

	YES	NO
Clean, organized that engages its target audience?	<input type="checkbox"/>	<input type="checkbox"/>
Branding consistent throughout?	<input type="checkbox"/>	<input type="checkbox"/>
Content that is easy to read and accurately showcases services and products?	<input type="checkbox"/>	<input type="checkbox"/>
Easy to maintain and add content when required?	<input type="checkbox"/>	<input type="checkbox"/>
Responsive for smart phones, tablets and desktops?	<input type="checkbox"/>	<input type="checkbox"/>
Cross browser designed for all browsers and devices?	<input type="checkbox"/>	<input type="checkbox"/>
High performance , pages load quickly and efficiently?	<input type="checkbox"/>	<input type="checkbox"/>
Clients are able to easily navigate , finding information they are looking for?	<input type="checkbox"/>	<input type="checkbox"/>
Creates an overall successful experience for your visitors?	<input type="checkbox"/>	<input type="checkbox"/>

Digital Marketing

	YES	NO
Pages optimized correctly for organic SEO with friendly URL structures?	<input type="checkbox"/>	<input type="checkbox"/>
Conversion focused products and services pages?	<input type="checkbox"/>	<input type="checkbox"/>
Targets the correct market and ideal client?	<input type="checkbox"/>	<input type="checkbox"/>
Keywords and related phrases targeting your website ?	<input type="checkbox"/>	<input type="checkbox"/>
Blog and news for content marketing ?	<input type="checkbox"/>	<input type="checkbox"/>
Persuasive landing pages specifically designed for paid ads and email campaigns?	<input type="checkbox"/>	<input type="checkbox"/>
Effective use of call to actions (CTA) ?	<input type="checkbox"/>	<input type="checkbox"/>
High rate of conversions , capturing significant sales leads?	<input type="checkbox"/>	<input type="checkbox"/>
Integration of social media such as Twitter, LinkedIn and Instagram?	<input type="checkbox"/>	<input type="checkbox"/>
Newsletter signups integration for email campaigns?	<input type="checkbox"/>	<input type="checkbox"/>
Tracks actions of visitors using analytic software or Google Analytics?	<input type="checkbox"/>	<input type="checkbox"/>
Bouncerate is high with low conversions?	<input type="checkbox"/>	<input type="checkbox"/>

