

THE BEST DAMN WEB MARKETING CHECKLIST, PERIOD!

Domain Name & URLs

What this is about: This checklist covers various aspects of the domain and site URL structure, how they should be used and how to ensure proper site and browser functionality.

Why this is important: The domain name is part of the identity of your business. The URL chosen can have a significant impact on brand identity and to a lesser extent, keyword ranking performance. However, how your site domain name and page URLs function can have significant impact on the crawlability of the site as well as overall visitor and traffic performance.

What to look for:

- Multiple versions**
Purchase multiple versions of your domain name, including .com, .org, .net, .biz, hyphenations between words, common misspellings. Also purchase alternate domain names such as product names, brand names and any other keywords that might be typed in randomly.
 - .com, .org, .net, .biz, Hyphenations,
 - Misspellings, Product names, Brand names
- Type-in keywords URLs**
Purchase and redirect URLs that are related to your products, services and industry that may get some random type-ins in the URL box.
- Short and memorable**
Keep primary domain name short and, if possible, something easy to remember.
No: creative-widget-solution-factory.com
Yes: widgetfactory.com
- Uses keywords**
Use targeted keywords in your business name, and therefore domain name.
No: degeyter-enterprises.com
Yes: batterystuff.com
- Used in email addresses**
Don't use free email accounts for business, rather use your business domain name for all business communications.
No: pimpmcfly@aol.com
Yes: stoney@polepositionmarketing.com
- Site.com redirect to www. version**
Set a canonical URL and be sure the other version 301 redirects.
site.com redirects to www.site.com or vice versa
- Uses favicon**
Make sure your favicon shows in the address bar (create one if you must.)
- Alternate Domain redirects**
Make sure all alternate domain names 301 redirect to the primary domain to prevent potential duplicate site issues.
batteryfreaks.com redirects to batterystuff.com
- Home page redirect to root**
Your Home Page should be accessible from the domain root only, not the page file name.
www.site.com/index.html redirects to www.site.com
- Hyphens not underscores page filenames**
Don't use underscores in filenames, go with hyphens instead.
No: /battery_chargers.html
Yes: /battery-chargers.html
- Keywords in directory names**
Use keywords in directory names wherever applicable.
No: /category2568/product8954.html
Yes: /battery-chargers/samlex-24v.html
- Multiple pages per directory**
Don't create directories for a single page but organize directories so multiple pages fit in a single directory.
No: honda-chargers/honda-chargers.html, yamaha-chargers/yamaha-chargers.html
Yes: chargers/honda.html, chargers/yamaha.html
- Registered for 5+ years**
Keep your domain name registered for 5-10 years at a time, rather than renewing year to year.

- Company news**
If there is something newsworthy about your company either display it here or link to a page that covers that information.
- Job opportunities**
List or link to any job opportunities your company may currently have.
- Newsletters**
If you send out newsletters, provide links to the main newsletter page and/or past issues.
- Adequately describes company**
Be robust in your company information. Visitors may not read everything, but they are here to find out all they can. Give them what they came for.
- Shows team biographies**
Provide information on individual team members or

executive management. Give them a face and let your visitors know who they are dealing with.

- Shows mission statement**
If you have a purpose (and you should) let your visitors know what it is. Spell it out for them.
- Up to date information**
Keep information up to date, whether that be current biographies, news, etc. Don't let the page get out of date.
- Link to social media profiles**
If you have profiles on sites like Facebook, MySpace, etc., provide links to those profile pages here.
- Note associations, certifications & awards**
Document any particular noteworthy associations your company has with community or other important groups, along with worth certifications and awards.

Contact Us Page

What this is about: This list covers various aspects which are important to visitors who land on your "contact us" page, including what information they expect and how to make contacting you easy for them.

Why this is important: Those who land on this page are showing clear intent in wanting to get in touch with you. Providing only a few ways to contact you can alienate visitors who have a particular preference. Providing robust contact options and information ensures that you capture as many would-be customers as possible.

What to look for:

- Multiple contact options**
Don't limit your contact options to your preferred method. Unless you just have too much business and don't need the "hassle" of having customers.
 - Phone**
provide local and toll free numbers.
 - Fax**
Not many people will try to communicate by fax, but it's still an essential number to provide for those that need it.
 - Email**
An email contact is essential to making sure visitors can feel as if you are accessible. It provides assurances that forms can't.
 - Form**
Provide a contact form that'll deliver messages to your email box.
 - Chat**
Instant chat can allow you to quickly take care of customers needs without them having to wait hours or days for a response.
 - Customer feedback**
Provide a way for customers to provide feedback regarding the site, products or services.
- Ad-free**
Keep this page completely free of ads.
- Easy to find**
Make sure your visitors can find your Contact page easily. Don't make them hunt, scroll and rollover multiple dropdowns just to find it.
- Street map**
Showing a map of your location can help locals know that you are truly accessible and where to find you if they want to check out your operation.
- Multiple points of contact**
Give your visitors options for who or what department they contact.
 - Customer service, Tech support, Inquiries,
 - General info, Job applications, Billing,
 - Management team
- Hours of operation**
If your hours are limited then post hours of operation (for at least phone support) on this page.
- Final call to action**
Give one last call to action to spur the visitor to take that next step.

- Emphasize brand quality and trust**
If you sell brand name products, use that to your advantage.
- Compare to offline competitors**
If you compete against trusted offline stores, make

the argument why customers should buy from you rather than them.

- Short URLs with keywords**
Keep product page URLs short and use keywords rather than product IDs.

Basket Page

What this is about: This checklist covers items pertaining to the actual shopping basket page where products are accumulated before the shopper checks out and finalizes their purchase.

Why this is important: Visitors place items in their online shopping basket for many reasons, one of which is with the intent to buy. But they don't always complete the purchase, often abandoning the cart with products left in it. Being able to close holes in the checkout process can increase conversion rates, getting more sales and higher return on investment.

What to look for:

- Obvious checkout link**
Once the visitor hits this page they need to be driven toward the purchase. Don't hide the checkout link on the page.
- Product descriptions**
Provide a recap of the products they have in the basket, including short descriptions of each.
- Product image**
Include an image of each product they have added to the basket.
- Show availability**
If availability is in question, make sure the visitor knows this when they are reviewing their order.
- Updatable quantities**
Shoppers should be able to increase or decrease quantity of each individual product.
- Ability to remove items**
Be sure that products are easy to remove from the basket should the shopper change their mind about any single item.
- Link to products**
Link each product back to its product page to allow shoppers to revisit the details of the product easily.
- Product price**
Price for each product should be clearly displayed, along with totals if multiple quantities are added.
- Payment options**
Provide a list of your payment options for the shopper.
- Promos/vouchers explained**
If you offer any promos or discount vouchers, be sure to explain this, allowing the proper information to be entered.
- Link to security**
Link to pages outlining information security policies.
- Link to guarantees**
Provide a link to any warranty or guarantee information as it pertains to each product.
- Show delivery costs**
Provide delivery cost estimations with various delivery options.
- Show delivery date**
Allow visitors to see expected delivery date for each item or entire shipment.
- Shipping questions answered**
Do your best to provide, or to link to, answers regarding shipping and delivery questions.
- International shipping**
Let shoppers know if you do or do not ship internationally.
- International address forms**
If you do ship internationally, make sure your address forms can accommodate the unique addressing requirements of other countries.
- Allow gift options**
Where applicable, allow option for products to be presented as gifts to someone other than the purchaser.
- Provide "save / print / email" options**
Make it easy for visitors to print and save the product information. Using CSS for this makes it easy.

