

Short Checklist For Your Website

- 1) Do search engines find your website?
- 2) Does the user quickly know who you are and what you do?
- 3) Do you offer useful content in a concise way?
- 4) Why should the user contact you?
- 5) How easy can the user contact you?
- 6) Does your website support your off-line-activities?
- 7) Is site load-time reasonable?
- 8) Is the font size easy to read?
- 9) Adequate text-to-background contrast
- 10) Spacing is easy to read
- 11) Flash, add-ons, pop-ups are used sparingly
- 12) Effective layout
- 13) Essential content is above the fold
- 14) Simple, straightforward, user-friendly navigation
- 15) Clear and compelling headlines and subheadlines
- 16) Design, styles and colors are consistent
- 17) Links are easy to identify
- 18) Logos and images are clickable
- 19) Meaningful URLs
- 20) Terms of use and privacy policy
- 21) Sitemap
- 22) Onsite-Search
- 23) TITLE Tags
- 24) Images have appropriate ALT Tags
- 25) Clean, clutter-free HTML code

More Tips:

<http://www.seo-pharma.de>

<http://www.pharmaonlinemarketing.com>