

2018 Renewal Website Checklist

- ✓ **Full Width Design**
 - Please update the website to have the full width look unless otherwise noted
- ✓ **Save page order in ipage: This Refreshes the Website**
 - Be sure coupon did not kick out & Contact page Form fields are all filled in
- ✓ **Check Congfig Settings Links**
 - Social Media Links need to be filled in/updated if applicable
 - YPC Info Page URL needs to be filled in/updated
 - YPC Primary Heading URL needs to be filled/updated
 - Domain URL – has to be www.domain.com
 - Google Place ID needs to be filled in if applicable – this HAS to match the company business name and address – you can not use just a city or state
- ✓ **Turn the header image into a linked image and make sure that it is linking to the homepage**
 - This is so when someone clicks on the logo (header) it will bring them back to the homepage
- ✓ **Check address, phone number, email and hours to match what is on the contract**
- ✓ **Update H1 and H2 tags on each page – keep character count to 150 or less**
 - Update the state so that it is the full name and not the abbreviation in H1 tags – Ex: Roofing Contractors in Rochester New York
 - For the H2 tag elaborate a bit more on the h1 tag by listing out all the main services or products offered, along with contact and location information, phrased as simply as possible. Ex: Smith Roofing offers quality roofing services including Roof repairs, siding & gutters to Monroe County. Call 555-555-5555!

- ✓ **Update the Meta info so that it is relevant to the page it is for**
 - Home page should have a general information meta description with the phone number, Services should be a brief summary of the services offered, gallery should be about the gallery, testimonials should be a call to action to fill out the testimonials form, etc
 - ✓ **Make sure SEO Friendly page names are being used**
 - ✓ **Make Sure all links are working**
 - ✓ **Proof read and spell check all pages**
 - ✓ **Make Sure all images have Alt tags on them**
 - Tags need to be relevant to the image. Ex: House Referencing Window Replacements and Installations
 - ✓ **Go to www.maps.google.com to see if the client has a Google map and then add THAT map to the site**
 - You can use the Share Link and Short URL for the map pin in the sidebar and then the embed code for the contact page.
 - Make sure the map is mobile friendly – iframe code needs to be edited and look like this:
- ```
<iframe src="https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d2915.0219976700178!2d-77.64363368420993!3d43.06200489847436!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x89d14bf29887de05%3A0x1fa7739072be87b1!2sYPC+Media!5e0!3m2!1sen!2sus!4v1484260623565" width="670" height="350" frameborder="0" style="border:0; width:100%" allowfullscreen></iframe>
```
- ✓ **CHECK MOBILE VIEW**
    - If there is an issue on mobile that you can't fix please see Donna