



websites good and bad

SITE CHECKLIST

- ✓ TELL VISITORS WHAT YOU DO
- ✓ EASY NAVIGATION
- ✓ RESPONSIVE DESIGN
- ✓ SEARCH ENGINE OPTIMIZATION
- ✓ CLEAR, CONCISE, INFORMATIVE
- ✓ RELEVANT IMAGES
- ✓ ACTIVE LINKS
- ✓ WORKING SOCIAL MEDIA ICONS
- ✓ CONTACT INFORMATION
- ✓ SECURE SITE (https)
- ✓ QUICK LOAD TIME
- ✓ ABOUT US PAGE WITH PICS



Tell visitors what you do and how you can help them. If they come to your site and have no idea what services you provide, they're going to go to the next site in their Google search. Be clear and concise. And in order for visitors to find you, your web developer must have search engine optimization (SEO) including header tags (H1) in place. Otherwise, your prospects will never find you or read about you.

Examples of what to do on a website

User-friendly navigation menus. Nothing is worse than going to a site and finding the menus don't have what you expect them to. Make it easy for your visitors to find what they're looking for.



Provide useful information with less fluff and include relevant images. Pictures of cars on your website when you offer Senior Healthcare Solutions will give visitors the impression that you sell auto insurance.

Responsive design. That means your site is mobile and tablet friendly. Nothing is worse than going to a website that looks like it's from 1987. Be current with your design and layout. Otherwise? Take the site down, it's doing you a great disservice.



Active links are crucial! No one wants to hit the dreaded 404 page because a page has been removed or had its name changed.

Social media icons and contact information should be visible and quickly accessible. If a visitor can't find your contact information quickly, they become frustrated. And if your social icons don't link to your social profiles, what is the point of having them?



A secure sight. Why is it important? Because most sites are encrypted these days, and if your clients are going to be visiting your site and giving you personal information, they want to know your site is secure.



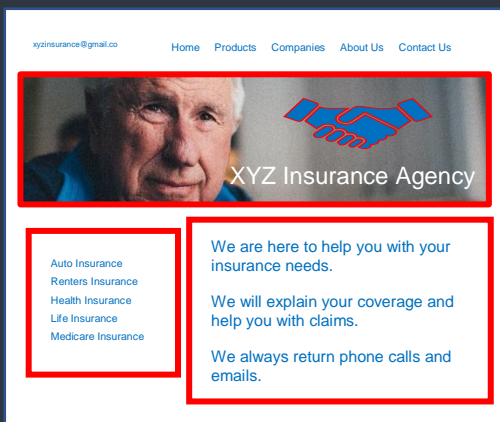
Quick load times are imperative. If your site takes too long to load, visitors will bounce (leave).

'About' page with profile pictures. We're in a fast-paced world of scrolling and visuals. Visitors want to know more about you and what you look like. Let them know who you are and why they should work with you.



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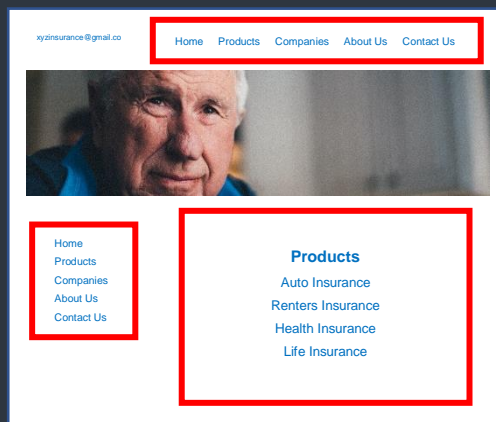
Examples of what NOT to do on a website



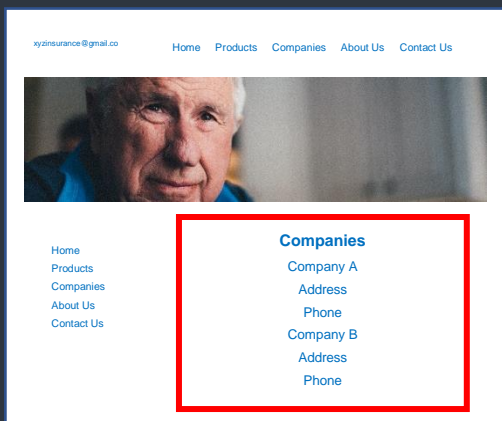
Poor overall design and antiquated look. Logo is too large and pixelated due to low resolution.

Same large image repeated on every page shows lack of creativity.

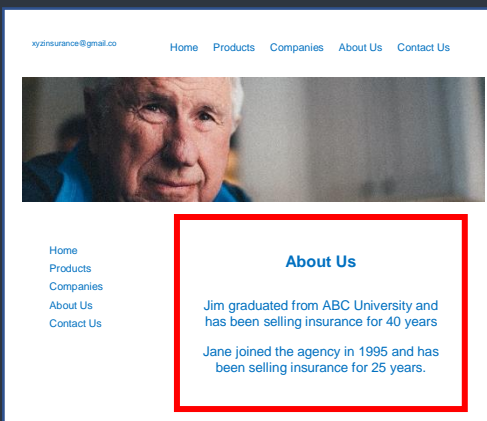
Faux navigation menu on the left confuses visitors on home page. Explanation of XYZ agency is weak and needs to be expounded upon.



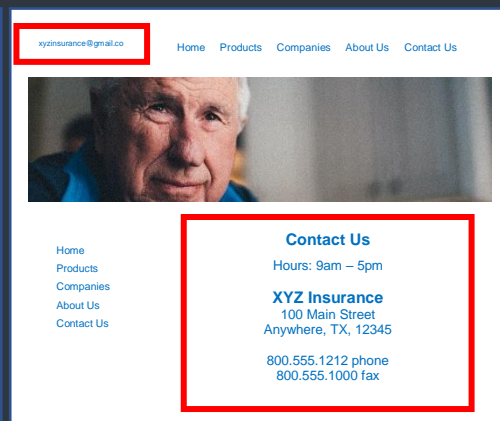
Inactive product links and no info on the products. Duplicate menu on the left is the same as top navigation menu and should be removed.



Companies should be "Carriers" and the names should be linked to the carrier websites with carrier logos.



No pictures of the owner and employee. Bios don't reflect experience or relevant knowledge of the insurance industry.



Email is a Gmail account which comes across as unprofessional. Email should be present with other contact info on the center of the page.