

USE THIS CHECKLIST TO AUDIT YOUR WEBSITE FOR 2021:

- Click every link – are there any that go to the wrong page or nowhere at all?
 - Tip: You can use right click -> open link in new tab to open links without navigating back and forth from the home page each time

Notes: _____

- Proof-read every word

Notes: _____

- Test out the contact forms. Check your email to make sure you're receiving everything.

Notes: _____

- Check your services/products. Do you still offer those that are listed? Are there any new ones you need to list?

- Browse everything on a mobile device

Notes: _____



Make a list of things you'd like to fix, update or make-over for the new year:

SOCIAL MEDIA AUDIT

- Open each of your social media platforms: Facebook, Instagram, Twitter, Pinterest, LinkedIn, TikTok, etc.

- Is the avatar/logo/profile image the same on each? Is it consistent with your designs on your website?

- Do the cover images and banners still look good in both desktop and mobile versions? (Facebook likes to change the sizing on the cover images every so often without telling anyone, so often these will suddenly not look right on one device or another)

- Do the same for any Facebook groups you admin.

- Is the description/bio still accurate and correct?

- Is your contact information correct?

- Have you posted recently? If you don't use your social media often, be sure to post something new this week. You don't want potential clients looking you up on social media just to see that you haven't been active since "last year!" Suggestions: Happy New Year from our team; post a photo of your team, a photo of your latest batch of products, a screenshot from your website, even just your logo with a Happy New Year message is all you need!

[Click here to view Social Media Management & Marketing Packages from *Spark*](#)

