

SHAPING YOUR TRANSIT'S DIGITAL FOOTPRINT

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**WEBSITE & SOCIAL MEDIA**

## WEBSITE CHECKLIST

- ▶ Basic Website Security
- ▶ Benchmark Reporting
- ▶ SEO Analysis
- ▶ Usability Testing
- ▶ Content Inventory
- ▶ Competitor Analysis

# BASIC WEBSITE SECURITY

- ▶ Regular backups (restored in 24 hours or less)
- ▶ Access user data for website (Google Analytics)
  - ▶ Visit [analytics.google.com](https://analytics.google.com) for valuable insight
- ▶ SSL Certificate (https vs. http)
- ▶ Content management system
- ▶ Site loads correctly on common modern browsers
- ▶ Site is mobile-friendly
- ▶ All plug-ins updated regularly

# BENCHMARK REPORTING

- ▶ Number of visits (monthly average)
- ▶ Top traffic sources
- ▶ Top referral sources
- ▶ Bounce rate
- ▶ Time on site
- ▶ Conversion rates
- ▶ How well is your website working?
  - ▶ Visit [website.grader.com](https://www.website.grader.com) to find out

# SEO ANALYSIS

- ▶ Which of your keywords are ranking?
- ▶ What are your inbound links
- ▶ What is your current domain authority?
  - ▶ Use [smallseotools.com/domain-authority-checker/](https://smallseotools.com/domain-authority-checker/) to find out your domain authority
- ▶ What SEO keywords would you like to rank?

## USABILITY TESTING

- ▶ Customer insights
- ▶ What pages don't work
- ▶ How are your users behaving

# CONTENT INVENTORY

- ▶ What is your top performing content
- ▶ Content gap analysis

## COMPETITIVE ANALYSIS

- ▶ Grade competitor's sites
- ▶ Content gap analysis