BUILDING PRODUCT WEBSITE BEST PRACTICES

Your Checklist

Your website exists to solve problems for your customers

You need to create a great user experience with your website, an experience that generates leads, converts visitors into customers, and builds trust – on every page. You can do that by taking a look at key areas that impact user experience: SEO, design, content, and performance.

Check the boxes that apply. The more boxes checked, the better your site. Then, meet with your webmaster or marketing team to fix the issues for any of the boxes you left unchecked.

1. Can Your Customers Find Your Website?

- [ ] We have original meta descriptions on all pages
- [ ] We have meaningful title tags on all pages
- [ ] Our page titles are optimised
- [ ] Our title tags & meta descriptions are localised (if you focus on a certain geography)
- [ ] We have Alt Text on all of our images
- [ ] Our website has been submitted to Google
- [ ] We have a sitemap.xml file in our root directory

2. Do Customers Have a Positive Experience?

- [ ] Our website has been updated in the last 3 years
- [ ] Our website is mobile friendly and responsive across multiple devices
- [ ] Our website works well across multiple browsers.
- [ ] Our website does not autoplay a video with its sound turned on
- [ ] Our website has a SSL certificate
- [ ] A custom favicon has been loaded in the address bar
- [ ] Our most important information is above the fold on our homepage
- [ ] Our website is uncluttered and easy to navigate
- [ ] We have no more than 5 to 7 main navigation buttons
- [ ] Our pages load fast (under 4 seconds)
- [ ] We have a useful 404 page to redirect visitors
- [ ] We have a customer portal login button on our homepage (optional)

3. Is Your Content Attracting & Converting Customers?

- [ ] Our copy is customer-focused and answers specific customer pain points
- [ ] We have placed calls-to-action throughout our site
- [ ] We have landing pages with forms to capture visitor data
- [ ] We have a blog that positions us as trusted advisors in our industry
- [ ] We publish blog posts on a regular basis
- [ ] Our site features customer testimonials and other trust indicators
- [ ] Our site has prominent social follow buttons
- [ ] We use video throughout our site to engage visitors

4. Are Your Product Pages Giving Customers What They Need?

- [ ] We have high quality product photos of each product, shot from different angles
- [ ] We have 360 degree view images of geometrically complex products
- [ ] Products have 3D CAD models and 2D drawings
- [ ] We have detailed product information, presented simply and clearly
- [ ] Each product has CAD and BIM data files
- [ ] There are videos demonstrating how our products work
- [ ] There are prominent, plentiful, branded, easy-to-understand CTAs
- [ ] Customers can order products easily on our site
- [ ] We are transparent about pricing on our website
- [ ] Our O&M information is freely available

5. How is Your Website Performing?

- [ ] We have benchmark data from Google Analytics, Google Search Console, etc.
- [ ] We regularly run our website through HubSpot's website grader
- [ ] Our site has a heat-mapping tool like Hotjar or Lucky Orange to track visitor clicks
- [ ] We regularly review our website data to see what's working and what's not
- [ ] We make regular website updates based on analytics data
- [ ] We monitor our domain authority score?
- [ ] We regularly check our backlinks for quality and quantity?

Need Help improving your SEO or website performance?

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