



Oceans Edge Media, LLC  
info@oceansedgemedia.com  
727-946-1592



# WEBSITE HEALTH CHECKLIST

If your website doesn't score where you expected, we can help! We'll review your site for SEO, speed, mobile performance, and conversion opportunities – and give you a clear roadmap for improvement.

-  40+ Checked
-  25-39 Checked
-  Under 25 Checked

## **Technical Performance**

- Website loads in under 3 seconds
- Mobile-friendly on all devices
- Secure HTTPS enabled
- No broken links or 404 errors
- Clean, readable URLs
- XML sitemap submitted to Google
- No duplicate content issues

## **Local SEO Essentials**

- City + service keywords on main pages
- Google Business Profile connected
- Consistent NAP (name, address, phone)
- Location pages for each service area
- Local schema markup added
- Optimized page titles & meta descriptions
- Reviews displayed on website

## **User Experience (UX)**

- Clear navigation
- Click-to-call phone number enabled
- Contact info visible on every page
- Fast mobile usability
- Simple, readable design
- No intrusive popups
- ADA-friendly layout

## **Local Lead Conversion**

- Strong calls-to-action on every page
- Contact forms tested & working
- Click-to-call on mobile
- Trust badges and testimonials shown
- Tracking for phone calls & form fills
- Thank-you pages configured
- CRM or lead tracking connected

## **Content & Branding**

- Clear local value proposition
- Service pages fully explained
- About page establishes trust
- Local photos, not stock only
- Updated content with no outdated info
- Blog or resource content present
- Consistent branding across pages

## **Analytics & Tracking**

- Google Analytics installed
- Google Search Console connected
- Local keyword rankings tracked
- Conversion events set
- Monthly performance review process
- Traffic sources monitored
- ROI tracked from marketing