DIY School Website Checkup and Checklist

Simple and free tools to see if your website makes the grade!



LOGO/BRANDING/DESIGN NOTES

- ☐ **Is your logo sized well (not too big or too small)?**
  A good size is 200-350px wide and 100-150px tall. A logo that is too large will make your header take up too much space "above the fold." Hover over the logo and right click. Choose "Inspect" from the menu. Hover over the image again and you should see a small pop up window that will show the size of the image.
- ☐ **Is your logo in the header of all pages?**
  Make sure your website is identifiable and consistent on all pages.
- ☐ **Is your logo blurry?**
  If not, ask your webmaster or graphic designer for a higher resolution, or ideally and SVG format. Right click your logo and select "Copy Image Address." Paste that into a Word Doc or blank email. The last 3 letters should ideally be .svg or .png.
- ☐ **Are the colors on your website consistent and simple?**
  Your website should have no more than 3-5 colors used in total. While you are checking colors, does color contrast pass web accessibliyt (WCAG) standards? Check color contrast
  Are the fonts on your website consistent and simple?
  Your website should use no more than 3 different fonts
  Try the Chrome Extension "What Font" to check the fonts on your website.

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TECHNICAL STUFF

NOTES

- ☐ **Does your website load in under 3 seconds?**
  Check GT Metrix. Google Page Speed Insights is also a good tool although hard to score well. Check desktop and mobile.
- ☐ **Is your website Mobile Friendly?**
  Use this free tool to check. It is critical that your website pass this test. While you're at it, take a look at your website on your own mobile phone. How does it look? Is it easy to use?
- ☐ **Does your website have an active SSL certificate?**
  If it says "insecure" or if the padlock in the url has a line through it, you need to check/fix this ASAP.
- ☐ **Does your website have broken links?**
  Use this free Broken Link Checker tool. Fix any broken links.
- ☐ **Is your website crawlable by Google?**
  Check to make sure it is configured for robots.txt with this free tool.

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SEO NOTES

- ☐ **Run a FREE audit**
  Use Ubersuggest to find critical errors and other issues on your website.

These steps require access to Google Analytics and Google Search Console. If you do not have access to these, ask your webmaster to give you access.

- ☐ **What are your most visited pages?**
  Check Google Analytics > Reports > Engagement > Pages and screens. Make sure the primary dimension is set to Page path and screen class (or "Page title and screen class" if preferred). Sort by Views to see your most visited pages.
  You can adjust the date range in the top right.
- ☐ **What search terms do people use to find your website?**
  View this directly in Google Search Console under:
  Performance > Search Results > Queries
- ☐ **Is your sitemap submitted to Google Search Console?**
  Login to Google Search Console and check the "Sitemap" item on the left. You should see sitemaps listed and "Success" in green
- ☐ **Do your main webpages have well-written meta decriptions?**
  Type **sites: yourwwebsite.com** into your browser bar (replace *yourwebsite.com* with your school's url). The resulting list should show pages that are indexed and the meta descriptions under each page title.

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CONTENT & LISTINGS

NOTES

- ☐ **Is your tuition page easy to find and up to date?**
- ☐ **Is your staff page up to date?**
  Remove any staff who have left. Add new staff, and change any job titles that have changed.
- ☐ **Is your board member list up to date?**
- ☐ **Are upcoming events and calendar up to date?**
- ☐ **Do your Contact and other forms work?**
  Test your forms to make sure you receive notifications when someone fills out a form on your website.
- ☐ **Do you have a FAQ page on your website?**
- ☐ **Add a Hotjar Tracking Code your website**
  Set up a HEAT MAP to see where your website visitors click on your website page(s)
- ☐ **Have someone proofread your website pages for typos and/or use a Grammarly extension**
- ☐ **Check your Google My Business Page**
  Go to Google Maps and search for your school's name. You should see a listing there. Someone at your school should have access to manage this listing with Google My Business. You can do the same check with Yelp. It is important to have ownership of these listings

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ACCESSIBILITY

NOTES

- ☐ **Do your text and button colors have enough contrast?**
  Color Contrast Checker
- ☐ **Is your link text descriptive (ie not just "Learn More")?**
  People using screen readers need to know where they are going.
- ☐ **Can you use the Tab key to navigate your website?**
- ☐ **How is your html markup for accessibility?**
  Test your site with this Chrome Extension