

Questions to Ask Before Going Live With Your New Website

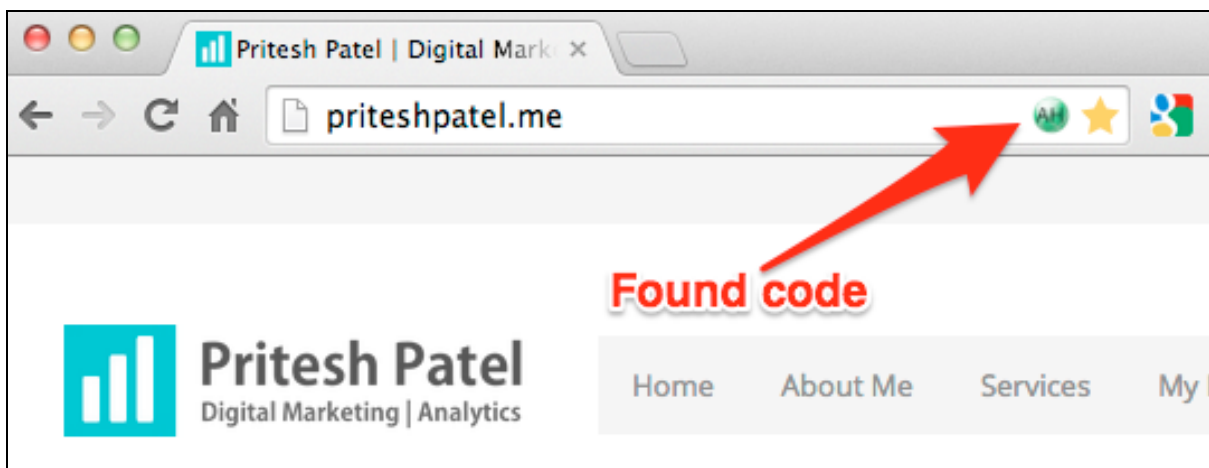
1. Have I made sure that the Google Analytics script is on every page?

The best way to check if the Google Analytics code is present on all your pages is by running your website through this tool: <http://www.gachecker.com/>

You just enter your website address and it'll scan up to 10,000 pages and check if it can find the script on each page.

This tool is pretty popular so it may not always work.

Another option is to use a Chrome browser extension called "[Analytics Helper](#)" which, if the code is found on the page, will return a green circle in the address bar as shown below:



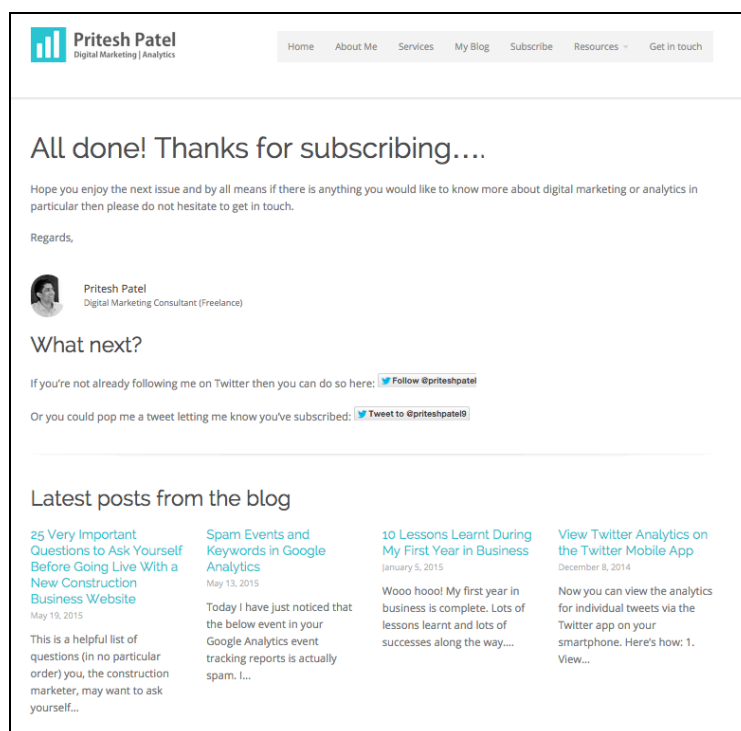
Before going live I would just randomly select some pages across the site (depending on its size) and see if the green circle appears.

You don't want to launch a new site with the Google Analytics code missing on a section of the website which receives a good amount of traffic.

2. Do I have thank you pages or confirmation pages set up after filling in and submitting forms?

Every form should redirect to a thank you page or confirmation page once a user submits their details to request something.

You can use these pages to reassure the user that you have received their request and use the page to promote some other content, services or products.



3. Have these confirmation pages been set up as goals in Google Analytics?

In Google Analytics you will then need to check if goals have been set up so you can measure how many enquiries you have had from the website and then be able to track them back to sources such as search traffic, email campaigns, social media channels or PPC campaigns.

4. Has event tracking been set up in Google Analytics to measure downloads of PDF's?

You may already be aware of event tracking to measure downloads of PDF's or clicks on specific buttons like "play" or "sign up". If not, then I suggest doing a quick search for "event tracking Google Analytics" and reading as much as you can about how they are used and how they work.

Slightly complex but once you get the hang of its use, it will open up a whole new wealth of info for you to use to improve your website and understanding how users use your site.

5. Has Google Analytics been set up to track what people search for on our website?

You'll want to make sure that Google Analytics is set up to track what people enter into your on-site search box. You'll then know what people are looking for when they come to your site and if that content needs to be created from scratch OR make it easier for users to find.



Setting up is really easy, takes 2 minutes. Here's a useful read if you want to know more about it: <http://searchenginewatch.com/sew/how-to/2346116/how-to-use-google-analytics-site-search-reports>

Tracking site search will give you a host of ideas for content development.

6. Is there a robots.txt file to help search engine crawlers find the right pages to index?

A robots.txt file is a small text file with some code that instructs search engine crawlers which folders and pages to index and which pages to ignore and leave well alone. Good for SEO. Usually, your developer will have created one before launch.

You can check if your website has one by typing into the address bar:
www.yourwebsite.co.uk/robots.txt

If you see the below then you have one. Good.

If you don't – get on that blower!!

```
User-agent: *  
Disallow: /wp-admin/  
Disallow: /wp-includes/  
Disallow: /request-a-call-back-confirmation/  
Disallow: /thank-you-for-your-enquiry/  
Disallow: /e-newsletter-confirmation/
```

You will want all your confirmation pages blocked because you won't want people finding those pages through search engines and landing on them. They should only be accessible if a form has been filled in.

You may also want to block campaign landing pages which are only meant to be for email campaign recipients.

7. Is there an XML sitemap to help search engines understand the hierarchy of my website?

An XML sitemap is created by developers and translates the hierarchy of your site for search engines. Have a read of this (slightly technical) but really useful to know: <https://support.google.com/webmasters/answer/156184?hl=en>

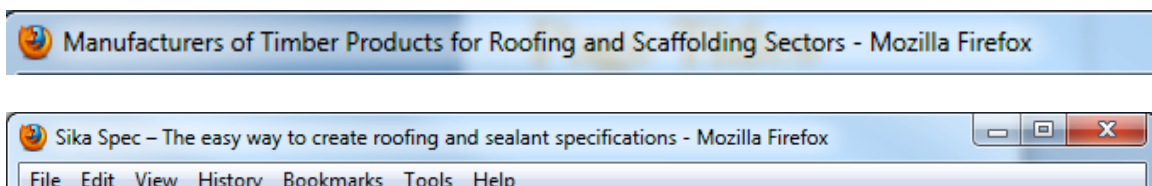
Usually, you can check if your site has a sitemap if you type this into the address bar: www.yourwebsite.co.uk/sitemap.xml or www.yourwebsite.co.uk/sitemap_index.xml depending on the technology/platform used to build the site.

8. Has each and every page of my website been optimised with unique page titles and description tags?

You'll want to make sure that once your website is live – people who are unaware of your brand can actually find it in search engines. This is the whole point of SEO – to attract those who are unaware of your brand, product, services or content.

A good question to ask yourself is “what would I search for to find this page?” and use that as the page title.

You can find the page titles of all your pages by viewing the text in the tab or top of the browser window:



Make sure your homepage page title doesn't say HOME or HOMEPAGE.

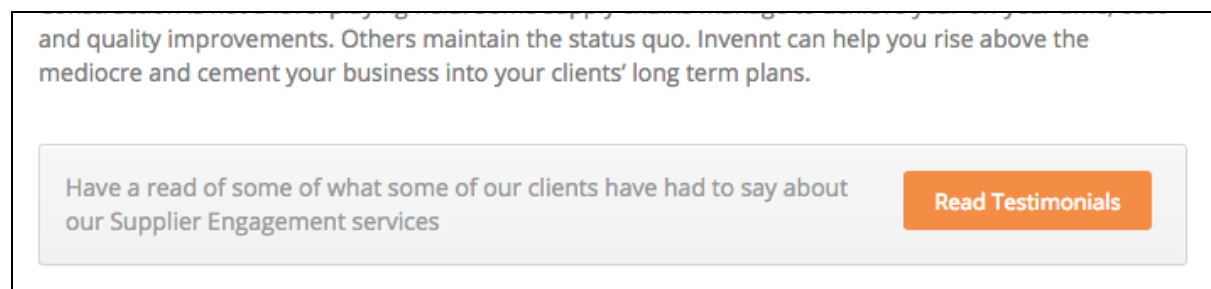
Be descriptive and include keywords in your titles.

NOTE: I do 1 to 1 SEO training sessions for construction product marketers: [More here](#)

9. Is there a call to action on every page telling visitors what to do next?

You'll want to make sure that every page clearly tells users what they need to do next. If you have specific goals in mind then make sure your call to actions are promoting those goals or actions.

The worst thing to do is to leave users wondering what they need to do next. For example, after reading a case study you may want to user to view the products used in that project or view the profiles of the people who were involved that project.



and quality improvements. Others maintain the status quo. Invennt can help you rise above the mediocre and cement your business into your clients' long term plans.

Have a read of some of what some of our clients have had to say about our Supplier Engagement services

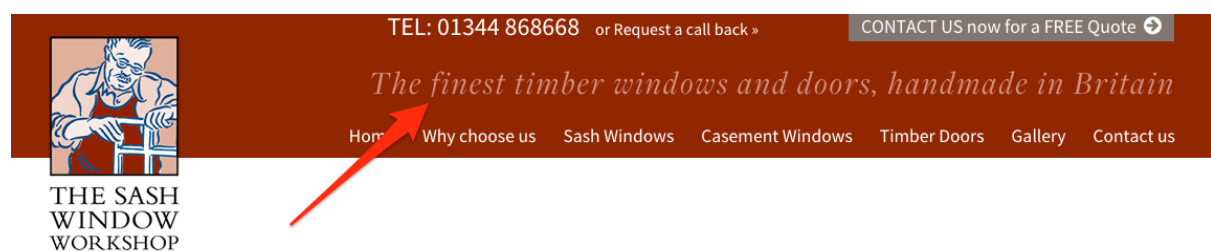
[Read Testimonials](#)

You may want someone to view a video or read some testimonials.

10. Is the company positioning statement/strapline clearly visible on every page?

Not every visitor enters your website through the homepage. They may enter the site via a product page, application page, a case study or a company page. Whatever the page, you need to reassure the user that they have come to the right place and the right company.

Most of the time, the positioning statement will be used in the header area of the website as shown below so that it is visible on every single page of the site.



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THE SASH WINDOW WORKSHOP

11. Does our positioning statement tell people who we are, what we do and who for in a few sentences?

The next point is this....is it quick and easy to understand what you do? A good test is to visit a case study or project page.

In 3 seconds, can you tell what this company does and who for? Answer should be YES!

The UK's leading manufacturer of graded timber roofing battens, shingles & shakes, scaffold boards and commercial anti-slip decking.

Ensure your positioning statement is clear and concise.

12. Who owns our Google Analytics account?

You'll want to make sure you own your Google Analytics account, not your agency or developer. You need 100% control over your account so you can use the data how you wish.

I have seen agencies hold companies to ransom with Google Analytics. Years worth of data gone with a click of a button.

13. Who owns our Google Webmaster Tools account?

Same as above.

14. Is it easy to subscribe to updates or announcements?

No doubt your website will be there to generate leads right? So enabling a subscription service to sign up to or update service maybe a good way of doing this. But make it easy and don't ask for too much information up front. Worth reading up on "progressive profiling" where you build on more data over time as you gain trust and loyalty.

15. What does my website look like on a mobile device?

A quick check to see what your website looks like on a device and if all is working and displaying correctly. Don't forget, a mobile friendly website is now a Google ranking factor for mobile searches.

16. Can I complete some easy tasks on a mobile device?

Most mobile friendly websites are just a resized version of the desktop website but you'll need to make sure in this instance that users can do and perform certain tasks on a mobile device.

For example, can they quickly and easily find and search for a stockist? Can they quickly and easily find product details – just a summary will do.

Can users subscribe to your newsletter on a mobile device or are your forms too small or hard to type into the fields?

Most important factors here are ease of use and experience.

17. Are the URL's clean and consistent throughout the site?

From an SEO perspective you'll want to make sure all URLs are consistent and clean. Check your URLs and ensure you don't have a mix of underscores and hyphens or URLs with %20 signs – these are spaces.

18. What are my top 5 things I want people to do on my website and are these set up as goals in Google Analytics?

Heck, why do you even have a website? Make a list of 5 things you want people to do when they come to your website.



Once you have 5 then make sure they are tracked in Google Analytics so you can now start working out conversion rates and ROI.

19. Have 301 redirects been set up so that people with old links to pages will be automatically redirected to the new pages?

301 redirects are an SEO issue I come across all the time. This is where old URL's are mapped to new URL's when restructuring your website.

For example:

OLD URL: www.yourwebsite.co.uk/old-product-range/type/range1

...will redirect to:

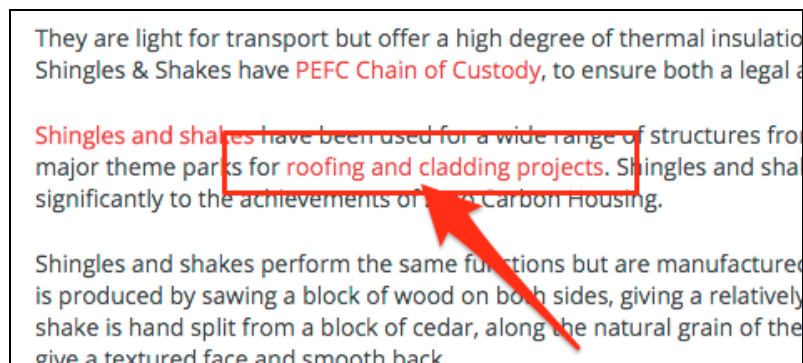
NEW URL: www.yourwebsite.co.uk/new-products/types/range1

You can see that we have altered the URL in the new website so the old version of the page will need to be 301 redirected to the new URL.

This redirect also tells search engines that any SEO value from the old page can be passed onto the new page – thus improving the ranking of the new page.

20. Does the copy contain internal links to deeper pages within the site?

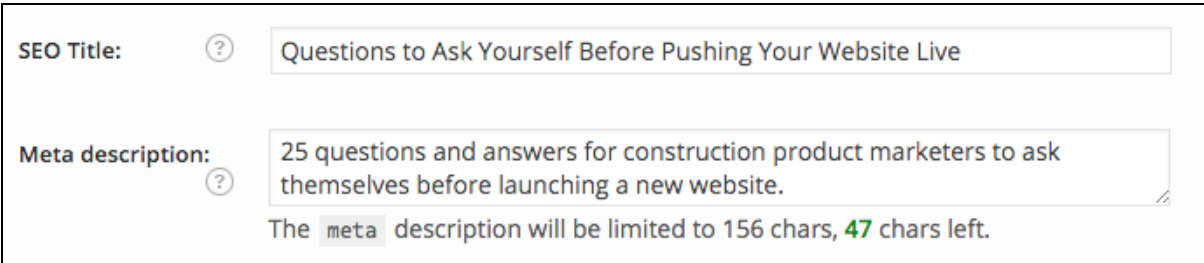
To help with SEO, you'll need to make sure that deeper pages in your website can be accessed by search engine crawlers. To do this, create internal links to pages from within the copy and link to pages using descriptive words. Don't use 'click here' or 'find out more'.



21. Am I able to control the SEO tags from within the CMS?

You can't optimise (SEO) your site if you can't control the meta titles/page titles and meta description tags via your CMS.

Every page on your website MUST have unique page titles/SEO titles and meta description tags and they must contain some keywords/phrases for which you want your content to be ranked and found for.



The image shows a screenshot of a CMS form with two fields. The first field is labeled "SEO Title:" and contains the text "Questions to Ask Yourself Before Pushing Your Website Live". The second field is labeled "Meta description:" and contains the text "25 questions and answers for construction product marketers to ask themselves before launching a new website." Below the second field, there is a message: "The meta description will be limited to 156 chars, 47 chars left."

22. I've got a tool or calculator on my website - is the usage being tracked in Google Analytics?

If you have some sort of online tool, product selector or calculator on your website you can use Google Analytics to track its usage and what people select and enter. You then chart what products are most popular to help you decide which products you need to market further.

This could be useful info to help you work out product selection trends or changes in behaviour.

You'll want to be measuring usage, specific selections and task completion rates.

23. Have auto responder emails been set up for everyone who fills in a form?

It's always nice to reassure users that their request is being dealt with. To do this you can set up email autoresponders which contain a brief message and some sort of timescale of when the next action will take place.

Fill in a form on your new website and see what pops into your email inbox immediately after. If you're left hanging.....not an ideal experience.

24. Does the page render well when printing the page?

Printing pages is probably most used action I have come across on most construction type websites. Users print tech specs, summaries, studies and test results to add to their project folders.

To provide the best experience, no hassle you'll want to check what your page looks like when you hit that print button. Make sure it's well presented and doesn't waste paper.

25. Finally, have I set some budget aside for promoting this new website?

“Shoot, we’ve just spent all our budget on creating the website that we’ve got no more money to tell people it’s there now”.

Budget for promoting your website using video walkthrough videos, email onboarding programmes and maybe even a touch of PPC (Google Adwords) whilst the new website is found by search engines and pages are indexed. This may take some time depending on the size of your brand and popularity online.

I know some small brands which are not that popular online (buzz) and saw their new sites take an age to get indexed and ranking well. Google has no incentive to speed up the indexation of those sites so you’ll need to create some buzz to get their attention as well as your audience.

END.

Need some help with planning and development of your website? Get touch with me: <http://priteshpatel.me/>

Or get me on Twitter <https://twitter.com/priteshpatel9>

*Don’t forget to also check out **Construction Marketing Podcast** where there is more info on social media, analytics, websites, SEO and content marketing: <http://www.constructionmarketingpodcast.co.uk/>*