

WEBSITE AUDIT



BRANDING & MESSAGING

- ☐ Logos, color schemes, and fonts are consistent.
- ☐ Clear value proposition prominently displayed (e.g., “Discover Your New Home in [City Name]”).
- ☐ Inclusive and welcoming language throughout.



CONTENT & NAVIGATION

- ☐ Up-to-date information about events, news, and community services.
- ☐ Key resources accessible within 1-2 clicks (schools, healthcare, parks, etc.).
- ☐ High-quality images, videos, or virtual tours that accurately represent your community.
- ☐ Mobile-friendly and responsive design, tested on multiple devices (mobile, tablet, desktop).
- ☐ Optional: Create a "Move to [City Name]" or "New Resident" page with housing, education, FAQs, and other community information.



ENGAGEMENT

- ☐ Contact information is easy and quick to find (email, phone, address).
- ☐ Clear calls-to-action (e.g., “Contact Us,” “Download Our Relocation Guide”).
- ☐ Functional, user-friendly contact forms routed to the correct email addresses.
- ☐ Email newsletter sign-up prominently featured and functional.
- ☐ Relocation guides, brochures, or community PDFs available to download.



SEARCH ENGINE OPTIMIZATION (SEO)

Search Engine Optimization (SEO) is the process of enhancing a website's content and structure to improve its visibility on search engine results pages. The goal is to rank higher for relevant keywords, making your site easier to find and driving more traffic from search engines.

Effective SEO is about integrating keywords naturally into authentic, relevant, and valuable content. Be patient; success takes time!



TIPS FOR EFFECTIVE SEO:

- ☐ Find the *right* keywords and not just high volume keywords.
 - Think about user intent
 - “Best restaurant” vs. “Ethiopian restaurant near me”
 - “Best places to live” vs. “Midwestern city with great parks”
 - Use these keywords to guide your content, focusing on terms people already search for in Google’s “People also ask” section related to your community.
- ☐ Use keywords in: headings, blogs, videos, social posts, comment engagement, dinner conversations, texts to your friends, **everywhere!**