

WEBSITE

SELF - **EXAM**

for Businesses



ABOUT THIS GUIDE

In this guide you *learn how to check your own website* for the most important factors which determine the viability of a successful organic lead generation campaign. Don't take someone's word for it, especially if you're paying them! Check for yourself and become empowered with a few pieces of insider information that will help you save money and wasted time on bad marketing and SEO services. You can also schedule a free review call (cityscoop.com/demo) and we'll score and grade your website for you and explain each step along the way, as well as how to fix your website's issues and deficiencies.

CityScoop

NEWS POWERED MARKETING

WEBSITE SELF-EXAM

for **Businesses**

14-POINT INSPECTION CHECKLIST

1. **KEYWORD OPTIMIZATION (SEO)** ___ / 120 Pts.
2. **PAGE COUNT** ___ / 65 Pts.
3. **PAGE WORD COUNT** ___ / 40 Pts.
4. **POST COUNT** ___ / 30 Pts.
5. **POST SEO** ___ / 30 Pts.
6. **POST WORD COUNT** ___ / 20 Pts.
7. **CONTENT ORIGINALITY** ___ P / F
8. **CALLS TO ACTION** ___ / 20 Pts.
9. **CONTACT FORMS** ___ / 20 Pts.
10. **NEW PAGE ACTIVITY** ___ / 15 Pts.
11. **BLOG ACTIVITY** ___ / 15 Pts.
12. **NAVIGATION** ___ / 15 Pts.
13. **CONTENT ENGAGEMENT LEVEL** ___ / 10 Pts.
14. **DOMAIN SECURITY** ___ / 5 Pts.

YOUR TOTAL = _____



POOR

1-59

FAIR

60-69

**ABOVE
AVERAGE**

70-79

GOOD

80-89

**NEAR
PERFECT**

90-99



YOUR **SCORE** = _____

YOUR TOTAL Divided by 4 equals YOUR SCORE.

INSTRUCTIONS

KEYWORD OPTIMIZATION 120 pts

In this section you'll learn about search engine optimization (SEO), and how to identify the title tag, description tag, keyword tag, and page heading tags. You will also learn what is required for great keyword optimization in your website, and to not use "near me" in your keywords.



**WATCH
VIDEO**

PAGE COUNT 65 pts

The number of pages in your website is also one of the most important factors for generating organic leads and search engine visibility. This video shows a few quick ways to measure the size of your website, and identify which pages are most valuable.



**WATCH
VIDEO**

WORD COUNT (pages) 40 pts

In addition to the number of pages in your website, the amount of words on each page is important. Your website must contain only relevant, 100% original content. This video shows you a few free tools you can use to quickly check your content for word count.



**WATCH
VIDEO**

BLOG POST SEO 30 pts

The articles in your blog need to be keyword optimized. Most website's automatically keyword optimize your blog articles poorly. This video shows you how to identify the keyword tags in your blog posts, as well as how to create effective blog post titles / topics.



**WATCH
VIDEO**

BLOG POST COUNT 30 pts

The number of articles or posts in your website's blog is another big contributor to your website's success. This video shows you how to identify the posts in your blog. It also provides suggestions on how to calculate the total number of posts in your website.



**WATCH
VIDEO**

WORD COUNT (blog posts) 20 pts

Each blog post must have a minimum number of original words of content in order to improve your website's organic visibility. In this video, we revisit the tools introduced earlier to quickly count the number of words on a page and grade each post's word count score.



**WATCH
VIDEO**

CONTENT ORIGINALITY P / F

If your website's content is not original, you pretty much get an automatic fail and your website will not be able to generate any significant amount of organic leads. There are exceptions, but not many. This video shows you some free tools you can use to check if your content is original, duplicate, or written by a bot.



**WATCH
VIDEO**

CALLS TO ACTION 20 pts

A website with extensive visibility and large volumes of organic website traffic will still suffer with a sagging lead conversion rate if it lacks clear and concise calls to action which are present on every main page in multiple locations. This videos offers some ideas for good calls to action.



**WATCH
VIDEO**

CONTACT FORMS 20 pts

This video breaks down the importance of having contact forms embedded in each main page in your website, and the advantages that come with this configuration versus other options. Also covered are insights for notifications and lead form follow-up.



**WATCH
VIDEO**

NEW PAGE ACTIVITY 15 pts

Far more important is the total number of pages in your website. However, it is important to continue adding new pages regularly, and it plays a role when trying to outrank your fiercest competitors. This video offers some suggestions for how often to add new pages.



**WATCH
VIDEO**

BLOG ACTIVITY 15 pts

Far more important is the total number of blog posts in your website. However, it is also important to continue adding new blog articles regularly, and it plays a role when trying to outrank your fiercest competitors. This video offers suggestions for how often to add new posts.



**WATCH
VIDEO**

NAVIGATION 15 pts

Good navigation in a website can be the difference in selling one item / service, and selling multiple to each visitor to your website. This video shows you how to score your website for ease of navigation, as well as it offers ideas for how to best organize your website's pages.



**WATCH
VIDEO**

CONTENT ENGAGEMENT LEVEL 10 pts

Most people searching for a local business / local service provider are not reading much of the words on website pages. Rather, they are reading headings and calls to action, and uncovering the most efficient ways to find what they are searching for. This video shows you how to grade your content for a high or low engagement level (for those that *are* reading it!).



**WATCH
VIDEO**

DOMAIN SECURITY 5 pts

When your website loads, the url in the address bar on a search engine either says http or https in front of your domain name. If there is an 's' that means it is secure and you have an SSL certificate installed on your website's server. This video shows you how to identify if you have an SSL certificate installed or not. SSL certificates play a small but measurable part in search engine rankings, and are recommended by Google and other major search engines.



**WATCH
VIDEO**