Free Website Success Checklist - Phase One

LPH is pleased to share important and necessary information on the basic requirements for achieving success for your business on the Internet.

This LPH Phase One Website Success Checklist includes:

- Is your website mobile responsive?
- Does your website load quickly?
- Is your business' USP (unique selling position) apparent to visitors?
- Does your website have Meta tags?
- Does your website have Meaningful & Informative Content?
- Does your website have a SSL Certificate?

Is Your Website Mobile Responsive?

To check your web pages for mobility compliance go to **Google's Mobile-Friendly Test**. .This test must be done on a page by page basis.

Does your website load quickly?

To check each website page for speed go to **GTmetrix.com**. Fix the issues the program identifies.

Is your business' USP (unique selling position) apparent to visitors?

What sets your business apart from your competitors? That is your business USP. Does your USP jump off the pages and is easy for visitors to grasp?

Our Solutions are better because ...
Our Clients love ...
Your Profits will increase when we ...

Does your website have Meta tags? A language tag?

To check for Meta tags go on a web page and right click the mouse. A menu will pop up. Select View Source. Tags for Title, Description and Keywords should display between the Head tags. Highlighted in yellow. There should also be a language tag. (See example on the second row of text) There should be a

maximum of 60 characters in the title and 160 in the description.

```
<!DOCTYPE HTML>
<html lang="en-US">
<head>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-5SGQN2W');</script>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<head>
<title>All our wooden furniture is water proof.</title>
<meta name="keywords" content="wood, furniture, garden, garden-table, etc.">
<meta name="description" content="Official dealer of wooden garden furniture.">
</head>
<body>
This is a test text
</body>
```

Your website must have Meaningful & Informative Content to be ranked high with the search engines

Google, Yahoo, and Bing reward meaningful marketing content with higher search engine rankings. Website visitors also reward meaningful marketing content with more orders. Your marketing content should explain why doing business with your company will benefit the visitor and why your company should be the preferred choice.

Does your website have a SSL Certificate?

Check if your website has a SSL certificate. When your website has a SSL

certificate https and a green lock display ⓘ 🛡 🔒 https://www.lphinternetservices.com . A SSL Certificate creates a higher level of trust. If your website lacks a SSL certificate Google will display "Not Secure" in the address bar.

When you complete all the requirements listed on the LPH Basic Website Success Checklist your website will be semi-competitive and in much better position than it was prior to your efforts. You are now ready to go to the next phase of website improvements as defined in the **Advanced Website Success Checklist**.

The LPH Vision and Mission

LPH focuses on assisting our customers in creating more business. Getting high search engine rankings is good.
Having substantially more business is GREAT!!!
High Search Engine Rankings + Effective Internet Marketing = Substantially More Business
Best wishes for much success on the Internet.
The LPH Team
Contact LPH