



# Website checklist

Use this resource to benchmark your website against best practice websites. Answering yes to everything indicates your website measures up. An explanation of how to implement each idea follows the checklist.

## The basics

Check

Contact details are clearly visible on every page of your website

Pages are mobile friendly and responsive for all devices

The website is secure and traffic to and from it is encrypted

Branded favicon appears in the browser tab

A Google Map embedded to make it easy for local clients

Clear call to action or next steps for visitors

Team page or an about us page with engaging information

There are authentic photos of your team on the site

## Social proof

Check

Positive feedback from clients as testimonials and/or case studies

## Xero

Check

Xero Partner badge displayed

Xero landing page explaining the benefits of Xero

Xero listing directs visitors to a Xero landing page

Xero training content or educational resources added to site

Content profiled about your app partners/add on software tools

## Lead generation

Check

Offer lead magnets (content for prospects to register to receive)

## Content

Check

Website copy states core targets and niches

Website copy outlines benefits first, products second

Text is written by a professional writer

Website has content that explains your expertise

Blogs are used to educate existing and new clients

New blogs are written every month

## Extras

Check

Social media pages are linked from the website

Videos are used to engage and increase traffic

Users find it easy to navigate the site

# Website checklist explanations

## The basics

### Clear call to action or next steps

This call to action or next steps tells the reader what you want them to do after they read your page. It can be anything from 'Call us to find out more about how we can help you,' to 'Use this form to schedule a free consultation' to 'Click the link to read more of our client testimonials.' It should clearly direct their action and reflect what you want them to do next.

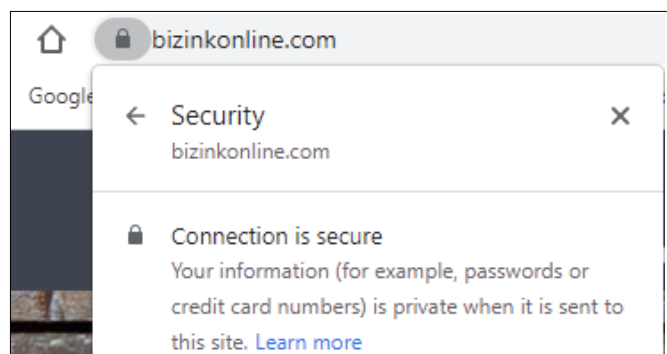
### Mobile friendly

Use [Google's tool](#) to check if your website is mobile friendly.

Google's mobile search results no longer feature websites that don't pass Google's mobile friendly checks. That means you won't be searchable through Google's mobile search if your website isn't mobile friendly.

### Website is secure

Look for https:// in the URL or if you're using Google Chrome, click the lock in the url bar (see the image below).



Your website needs an SSL certificate so traffic to and from it is encrypted. Not having one is a security risk, which could also harm your reputation and your ranking in Google.

In the Google Chrome browser, your website will be marked as 'Not Secure' until you get an SSL certificate. Contact your website developer to ensure your site is secure.

### Your website has testimonials and/or case studies from clients.

On the internet 'social proof' is important. Having positive feedback from clients, especially if they are recognised brands/names, is a strong way to convince people to work with you.

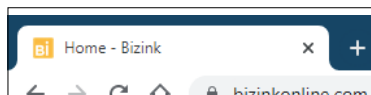
We recommend adding case studies and testimonials to your site regularly, then promoting them through social media and to existing clients.

### Your website has a Google Map embedded

As well as helping people find you, using the map from your Google My Business listing can help your search ranking. Write your address on your website exactly as it is on your Google My Business Listing so Google acknowledges you as the same firm.

### Your website has a favicon

A Favicon is the tiny logo that features in the browser tab like this one for the Bizink website:



## Your website showcases your Xero expertise

### Xero Landing Page

A Xero landing page should include brief information about Xero and how it helps business owners, with a call to action to contact you.

### Xero Directory

Direct visitors from your Xero listing to a targeted page (example above) on your website that mentions Xero.

# Website checklist explanations

## Xero training content

What can you add to your site to educate your clients about Xero? Use Xero's videos, resources or develop your own guides to expand on the support you provide.

## Xero ecosystem apps

We recommend you add content from your partners like Hubdoc and Dext to your website. This isn't essential, but can help reassure prospects you're a reputable firm.

## Your website has a lead magnet

A lead magnet encourages website visitors to give you their contact information, most commonly in the form of their email address. Lead magnets include blog subscriptions; gated e-books, case studies or white papers; quizzes or calculators; or anything else that encourages a person to give you their contact info.

## Your website has photos of you and your team

Authenticity is important in marketing, especially online. Clients and prospects want to know the real you.

We recommend having a photographer take photos of you/your team. Even better, get some shots taken with clients, ideally those that have visually interesting business locations.

Failing that, if you are going to use stock photography, use something from the local area or that resonates with your market. The key is to create an emotional connection.

## Your website has a blog that is regularly updated

We recommend that every firm have a blog to showcase expertise and publish timely information. Write about topics that are relevant to your business and audience, and that answer questions or solve problems. We recommend updating your blog at least once a month, more if possible.

## Your website has expert content

The best accounting websites are much more than online brochures. They feature content that demonstrates your expertise and is useful to your clients and prospects. These could be helpful business resources, free downloads or useful links.

## Your website has videos

Video can be really effective online. You can add personality to your site and also explain your services in an authentic and engaging way.