

GIVE YOUR TOURISM WEBSITE A HEALTH CHECK

My Website Health Check

Put a "1" in the box if your website passes the test, or a "0" if it doesn't.

CUSTOMER FRIENDLINESS

- I know who my ideal customers are and my website is designed just for them
- My target customers know what I offer them within seconds of landing on my home page
- My website is mobile responsive and designed with small screens in mind
- I use high quality photography that is relatable to my ideal customers
- My copy is simple and conversational in style (read it aloud to someone and see if it sounds natural)
- My content is free of typos and grammatical mistakes
- I use clear and consistent typography (heading, body fonts, colours, letter/line spacing)
- My header and navigation is uncluttered and prioritises the most important actions
- My navigation sub menus don't go more than two levels
- I review content regularly to ensure customers always see the most accurate information
- Each page has a purpose and prompts the viewer to complete an action or move to another page
- I use a helpful 404 page that directs visitors to other helpful content if a page isn't found



ASK A CUSTOMER TO PERFORM A LIST OF COMMON TASKS ON YOUR WEBSITE, THEN WATCH HOW THEY USE IT (WITHOUT PROMPTING)

BRAND INTEGRITY

- My business logo is clear and easily recognizable on all screen sizes
- My brand colours and fonts are used consistently
- I have a browser icon (Favicon) installed to keep my branding in view in web browsers and bookmarks
- My website address is displayed on all marketing material and other online channels like social media



ASK A PROFESSIONAL DESIGNER TO GIVE YOU HONEST FEEDBACK ON YOUR WEBSITE DESIGN



MARKETING AND MONITORING

- I have Google Analytics installed (and I've checked it's active!)
- I use goals and events in Google Analytics to track essential website metrics for my business
- I review analytics data regularly to audit and improve my website's marketing performance
- I have an option to subscribe to my email database on all website forms
- My Facebook pixel is installed to build potential advertising audiences
- I have ongoing digital campaigns that keep my website content in front of my ideal customers
- I regularly review search phrases in Google Search Console for new website content ideas
- I monitor mentions of my brand or website for outreach opportunities



- My booking system integrates with Google Analytics to track bookings against traffic sources
- I seek opportunities for high quality links back to my website to build its authority
- I notify my website visitors about how I use their data and ensure GDPR compliance for EU visitors



WORK WITH YOUR DIGITAL MARKETING PARTNER TO CREATE A DASHBOARD FOR IMPORTANT DIGITAL METRICS

SITE OPTIMISATION AND SEO

- My site displays well and loads quickly on all major desktop and mobile browsers
- I use on-site caching and a Content Delivery Network (CDN) to improve load speed
- My images are optimised so the files are smaller and load faster but still display clearly
- My most important pages are regularly linked from secondary pages
- I have registered an XML sitemap with major search engines
- I regularly review Google Search Console for website errors and correct them
- I always use keyword phrases to link to other internal pages, rather than "click here"
- My Google Business listing is updated and connected to my website
- I'm using structured data (schema.org) to help search engines understand my website content

- All pages have a customised Meta Title, Meta Description and default sharing image
- All images have descriptive ALT text to meet accessibility guidelines
- I use heatmap or session recording tools to monitor user behaviour



RESIZE, RENAME AND OPTIMISE YOUR IMAGES BEFORE YOU UPLOAD THEM TO YOUR WEBSITE

MANAGEMENT AND SECURITY

- I maintain regular backups of my website (at least once a month, daily is preferred)
- I use strong, randomised and unique passwords for all my online accounts
- I use 2-step/2-factor authentication for critical business accounts like Google
- My website hosting and domain renewals are actively monitored and managed
- I regularly scan my website for malware, or use a hosting company who does



USE A PASSWORD MANAGER (E.G. LASTPASS) TO STORE PASSWORDS AND IMPROVE SECURITY



How Healthy is Your Website?

Your score: / 45

Over 40 = Your website is kicking some serious goals

20 to 40 = Your website is in need of a good tune-up

< 20 = Your website needs a digital doctor, fast!

Join our Tourism Insiders
for tips to help you reach
your marketing goals.



[WOOFMEDIA.COM.AU/JOIN](https://woofmedia.com.au/join)

[EMAIL INFO@WOOFMEDIA.COM.AU](mailto:info@woofmedia.com.au)

“The website absolutely met my expectations.
It looks fantastic on both desktop and mobile,
and Google rankings have already improved
dramatically in a short space of time.”

ROBBIE CORNELIUS, MARKETING CONSULTANT
[TASMANVENTURE.COM.AU](https://tasmanventure.com.au)

“Did have a quick peek last night and my first
impression was ‘oh WOW’. Same again this
morning. ‘OH WOW’. Thanks so much – the
new site looks terrific and I am thrilled!”

JO FORT, BIRDSVILLE HOTEL
[BIRDSVILLEHOTEL.COM.AU](https://birdsvillehotel.com.au)

“Since launch our sales have increased by over
100% compared to the same period last year.
You guys have really delivered.”

JAMES RAVENS, BRIDESTOWE LAVENDER ESTATE
[BRIDESTOWELAVENDER.COM.AU](https://bridestowelavender.com.au)

