

14-POINT MONTHLY



WEBSITE HEALTH CHECKLIST

CLICK ON THE CHECKLIST ITEM FOR A LINK TO A STEP-BY-STEP GUIDE ON HOW TO PERFORM EACH.

- FIND AND FIX 404 ERRORS.**
- CHECK FOR BROKEN INTERNAL LINKS.**
- UPDATE YOUR SSL CERTIFICATE IF NEEDED.**
- REMOVE DUPLICATE CONTENT.**
- CHECK PAGE SPEED IN GTMETRIX.**
- MAKE SURE YOUR GOOGLE ANALYTICS CODE IS WORKING IN REAL-TIME.**
- VERIFY THAT YOUR CONTACT FORMS ARE WORKING PROPERLY.**
- UPDATE PLUGINS IF USING WORDPRESS.**
- INVEST IN USER EXPERIENCE.**
- RELAUNCH OLD BLOG POSTS THAT HAVE SEEN BETTER DAYS BUT STILL PERFORM WELL IN SEARCH.**
- DELETE AND REMOVE OUTDATED CONTENT.**
- CLEAN UP ANY DUPLICATE META TITLES AND META DESCRIPTIONS.**
- BACKUP YOUR SITE.**
- DISAVOW SPAMMY BACKLINKS.**