

Quick advent website health check

1 'Home' says what you do why, for whom	4 Content optimised for SEO/GEO	8 CTAs placed in key pages	11 'About' has pics of real people	5 Services and products explained
22 Accessible publications	6 Easy-to-find case studies	17 Technical content (un/gated)	2 Messaging is consistent	23 All spelling checked
14 Text links tested	3 Contact form works	10 AI content reads well	16 Embedded images work	21 Resources to download
13 Links to social media	18 Tracking tools used	15 Backlinks between pages	9 Newsletter sign up added	19 Product videos & webinars
7 Useful FAQ section	20 Blog posts useful & tagged	12 Testimonials are relevant	24 Relevant affiliations/certifications	 Your site is optimised!

