

# B2B WEBSITE CHECKLIST

## BEFORE STARTING YOUR WEBSITE PROJECT

- ☐ Have you confirmed that your marketing company does not use cheap template websites?
- ☐ Have you verified that your chosen marketing company does not work with your competitors?
- ☐ Does the marketing company have dedicated content writers (not just English speakers)?
- ☐ Have you discussed a detailed project plan that covers all necessary website development steps?

## 1. WEBSITE PLANNING

### COMPETITOR RESEARCH

- ☐ Has your marketing company identified your actual online competitors (not just those you named)?
- ☐ Have they performed a detailed analysis of competitor websites and keywords?
- ☐ Have they provided insights about what distinguishes successful competitors in your industry?
- ☐ Is there a plan to monitor competitor activities on an ongoing basis?

### KEYWORD RESEARCH

- ☐ Has comprehensive keyword research been conducted specifically for your manufacturing niche?
- ☐ Have you received a list of targeted keywords that potential customers actually use?
- ☐ Does the keyword strategy include both competitive main terms and more specific long-tail keywords?
- ☐ Has the keyword research informed your website content planning?

## WEBSITE SITEMAP

- ☐ Have you received a clear, visual sitemap showing the structure of your website?
- ☐ Does the navigation use clear product/service categories rather than internal product codes?
- ☐ Is the navigation intuitive for new visitors who are unfamiliar with your company?
- ☐ Does the sitemap include all necessary pages to target your identified keywords?

## WEBSITE & DOMAIN OWNERSHIP

- ☐ Does your contract explicitly state that you own 100% of your website?
- ☐ Have you ensured there is no "licensing" of templates or custom coding that locks you in?
- ☐ Do you have access to and control of your domain registration credentials?
- ☐ Have you secured admin access to your website's content management system?

# 2. CONTENT CREATION

## WRITTEN CONTENT

- ☐ Has the content writer met with you to understand your business and key messages?
- ☐ Is all written content original and created specifically for your website?
- ☐ Does the content address the questions and needs of your international customers?
- ☐ Is the content optimized to include your target keywords naturally?

## PHOTOGRAPHY & VIDEO

- ☐ Have you planned for high-quality photographs of your production environment?
- ☐ Are there images showing your quality control and inspection processes?
- ☐ Have you included visuals that you would typically show to visiting customers?
- ☐ Have you avoided expensive but ineffective "company image videos" in favor of practical content?

### 3. WEBSITE DESIGN & PAGE BUILDING

- ☐ Has the designer used tools like Figma to create visual layouts before development?
- ☐ Have you been provided access to preview designs as they are being created?
- ☐ Were representative pages designed first for your approval before proceeding?
- ☐ Is the website being built on a development server for you to review before going live?
- ☐ Have you had opportunities to provide feedback during the design and development process?

### 4. SEO (SEARCH ENGINE OPTIMIZATION) SET UP

- ☐ Has all content been optimized using the keyword research findings?
- ☐ Are page titles, meta descriptions, and headers properly structured for SEO?
- ☐ Have all images been given appropriate alt-text descriptions?
- ☐ Are the URL structures clean and descriptive of page content?
- ☐ Has internal linking been implemented to help both users and search engines navigate the site?

### 5. WEBSITE HOSTING & GO LIVE

- ☐ Is your website hosted on servers from established providers (Google, Microsoft, Amazon)?
- ☐ Has your site been properly submitted to Google for indexing?
- ☐ Does your hosting include SSL certification (https)?
- ☐ Are regular backup systems and monitoring services in place?
- ☐ Has your marketing company assisted with proper indexing setup?

### 6. DATA SET UP

- ☐ Has your site been connected to Google Analytics?
- ☐ Has your site been connected to Google Search Console?
- ☐ Have your social media platforms been properly linked to your website?
- ☐ Have you been given access to view analytics data directly?

## 7. AI CHATBOT IMPLEMENTATION

- ☐ Has an AI chatbot been trained specifically on your company information?
- ☐ Is the chatbot capable of answering common customer questions automatically?
- ☐ Does the chatbot efficiently capture visitor contact information?
- ☐ Can the chatbot collect customer requirements before connecting them to your sales team?

## 8. GOOGLE ADS SET UP

- ☐ Have Google Ads campaigns been created to drive initial traffic to your new website?
- ☐ Do the ad campaigns focus on your core products with the highest profit margins?
- ☐ Are you receiving detailed performance reports for your ad campaigns?
- ☐ Is the ad performance data being used to refine your marketing strategy?

## 9. BLOG ARTICLE STRATEGY

- ☐ Has a content calendar for regular blog publishing been established?
- ☐ Are blog topics based on relevant search trends and customer questions?
- ☐ Do the articles demonstrate your technical expertise and manufacturing capabilities?
- ☐ Is there a plan to repurpose blog content across other marketing channels?

## 10. MEASUREMENT & ADJUSTMENT

- ☐ Are you receiving detailed monthly reports from Google Analytics and Search Console?
- ☐ Do these reports include actual screenshots from these platforms?
- ☐ Have you been given direct access to analytics platforms to verify data yourself?
- ☐ Is there a process for regular analysis and website optimization based on performance data?
- ☐ Are adjustments being made to improve underperforming content or pages?