

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

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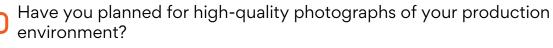
Has the content writer met with you to understand your business and key messages?

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



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?