

20 QUESTIONS FOR WORDPRESS WEBSITES

5 Sections | 20 Questions

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WEBSUM

This presentation is proprietary to Websum.

Mindset

Your website is an employee,
and it has a job to do.

Business Owner's Job

For your website to do its job well, you need to give it three things

- Clarity (a clear job description)
- Competency (tools to do its job)
- Security (so it doesn't get hacked)

Possible Job Descriptions

- **Brochure** – Answering questions about your business
- **E-Commerce** – Selling Products
- **Lead Generation** – Encouraging Prospects to inquire about your services

Five (5) Sections

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

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Question # 1

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Is my website
mobile-friendly?

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Question # 2

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Does my website
have HTTPS
instead of just
HTTP?

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Question # 3

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Do I know what to do if my website is infected with a virus or malware?

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Question # 4

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Am I running the
latest version of
WordPress
Software?

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Question # 5

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Are all my
WordPress Plugins
and Themes
updated?

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Question # 6

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Am I running the
latest version of
PHP?

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Question # 7

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Am I doing website backups on a daily, weekly, or monthly basis?

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Question # 8

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

If my website is
hacked, how quickly
can I restore it using
my backup copy?

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Question # 9

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Are my website's
design and layout
friendly to the eye?

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Question # 10

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Are pages
structured in a
scannable format
with clear headings,
subheadings, etc.?

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Question # 11

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Can text be read
clearly and legibly
throughout the
website?

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Question # 12

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Has my website
been tested on
different devices,
screen sizes and
operating systems?

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Question # 13

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Is Google crawling
all the pages on my
website?

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Question # 14

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Do I have a website
sitemap listed in
Google Search
Console?

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Question # 15

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

How do my core
website vitals look?

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Question # 16

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

What are the top
linked pages for my
website?

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Question # 17

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

What keywords are
linked to my
website?

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Question # 18

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

How interconnected
are the pages within
my website?

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Question # 19

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

What external
websites are linking
to my website?

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Question # 20

Mobile-Friendliness

Security

Backup

Design & Layout

SEO

Have I removed all
duplicate content
from my website?

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Tools to Answer Questions!

- **Question 1** – Google’s Mobile-Friendly Checker
- **Questions 2-6** – WordPress Dashboard
- **Questions 7-8** – Your Backup Solution Provider
- **Questions 9-12** – Your Website
- **Questions 13-20** – Google Search Console

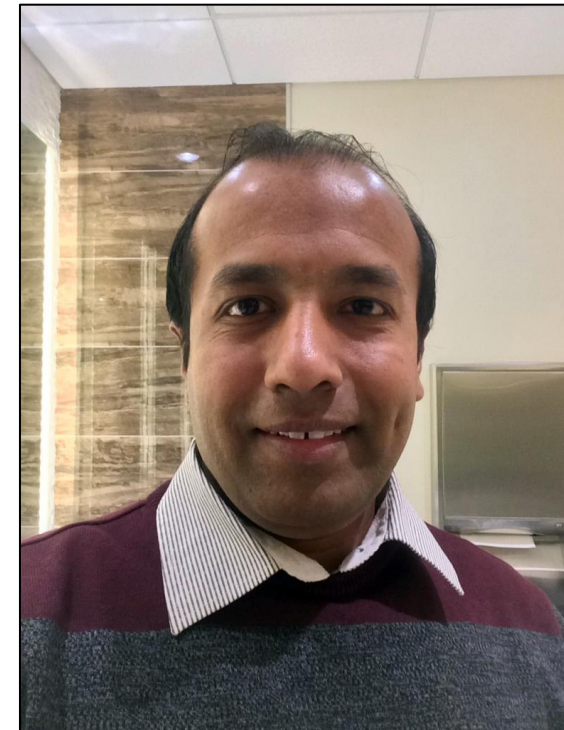
Help is Available

Want a website audit, or help to make your website better at doing its job? Reach out.

Contact: Mayur Gudka

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THANK YOU!

<https://www.websum.com>

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