

Yaa Otchere

Web Design & Development

10 ways to check yo'^{*site*}~~self~~
before you wreck yo'^{*site*}~~self~~

Yaa Otchere {www.yaaotchere.ca}

What's this all about?

Do you want a website that reflects the professional, capable and dedicated work that you do? Of course you do! Do you hear things like "mobile-friendly", "page speed optimization" and "cross-browser compatibility" and get a little green around the gills? You know that it is important, but have no idea what it means, or how to turn those buzzwords into a better website.

Read this guide, *10 ways to check yo'site before you wreck yo'site*, to find out how!

If you need to reach me

Phone: +1 647 680 0934

Email: yaa@yaatchere.ca

Skype: [yaa.otchere](https://www.skype.com/people/yaa.otchere)

Website: www.yaaotchere.ca



Yaa Otchere

Office hours
M - F
10am - 6pm EST

Check yo'site

Your city + your industry or service

Plug that into Google and see what comes up. If I put Seattle + Human Rights into Google (or Bing or Yahoo) who shows up? Do you? Does your competition? Take a look at the sites that come up and take some notes.

Promo! Promo! Promo!

Is your website on every last stitch of promotional material you have? Is it on the brochures, the business cards and the newsletters? Make sure that you make it visible, even on traditional promo material.

How do I reach you?

Once someone lands on your site, is your contact information clear and obvious? If people have to go on a treasure hunt to find a way to reach you they won't.

Check yo'site

Your network is your net worth

Do your collaborators, business partners or affiliated organizations link back to your site? It is so important to be connected with others online, it boosts credibility and helps people trust you.

Talk to strangers

When you meet with your clients ask them the simple question "How did you find me?". If no one says, "through your website", you have work to do.

Take your site on a test drive

Check your website out on different computers and different browsers. Websites perform very differently from browser to browser. You want to make sure your website is set up to work on ALL modern browsers

Check yo'site

Mobile friendly

Does your site look great and work well on a mobile phone? It needs to, people expect it and it has become a web standard.

Up to date content

Is the content on your site up to date? Have you had a chance to check if the footer says the current year? That is one "gotcha" people sometimes forget about.

Load time

How long does it take for your site to load? People have short attention spans and won't wait around. Keep your file sizes small... things like pictures and other media.

Audio/Video playback

Does any audio or video play when your page loads? Stop it. No one likes that. It is intrusive and so 1999.

About Yaa Otchere

You've made it through this guide and are probably wondering who is the brain behind it all? Well, that brain is me - Yaa. I am so happy to share what I know about websites with you! I know that with these tips you can really get some useable and actionable items. Some of ya'll may have gone through the list and thought, "Damn, these tips are great but I would love some help with it." For those "some of yous", I would be delighted to be that help. To get a hold of me you can mosey on down to my website, send me an email or go the good old telephone route! If you want to Skype, I have that too!

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