



## The Website Content Refresh Checklist

*For websites that aren't dead—just napping.*

### Homepage Check

- ☐ Does it clearly state what you do and who you do it for?
- ☐ Are your services accurate?
- ☐ Is your tone aligned with your brand voice today?
- ☐ Are there any “Happy New Year 2018” type leftovers? Delete with prejudice.

### About Page

- ☐ Still true to who you are?
- ☐ Does it sound like you, or like a corporate robot who hasn't had coffee?
- ☐ Is there a photo of you? (Even a decent phone pic beats a stock handshake.)

### Services Page

- ☐ Are all current services listed?
- ☐ Anything you don't offer anymore still hanging around?
- ☐ Clear CTAs? (No “let's chat” buttons if you hate phone calls.)

### Blog or Updates Section

- ☐ Add at least one new post (can be short!).
- ☐ Archive or unpublish irrelevant/outdated posts.
- ☐ Add dates only if you plan to update consistently—or keep it evergreen.

### Contact Page

- ☐ Is your contact info up to date?
- ☐ Do all buttons and forms work?
- ☐ Do you know where your contact form leads? (Might be worth a test.)

### **Broken Link Check**

- ☐ Use a tool like Broken Link Checker or Google Search Console.
- ☐ Fix or remove anything busted.

### **Mobile Experience**

- ☐ Pull it up on your phone.
- ☐ Can you find your services, location, and contact info without rage-scrolling?
- ☐ Is your text readable without pinching in?

### **Show Off a Bit**

- ☐ Add a new testimonial if you've got one.
- ☐ Swap a stock image for a real photo.
- ☐ Sprinkle in a little personality—your people want to get to know you.

### **Final Vibe Check**

- ☐ Does your site feel like you?
- ☐ Are you proud to send someone there?
- ☐ Do you want to set it on fire for the insurance money? (If yes, start again—but also maybe drink some water.)

**Need help? I do content audits and copy refreshes that bring your site back to life without the existential crisis.**

**Let's talk: [Insert your contact link here]**