

Website Health Self-Assessment

The Greenhat Website Health Self-Assessment is a detailed 20-question survey designed to evaluate the health of your website. For each statement, rate your website's performance on a **scale from 1 to 5**. Your total score, out of a possible 100, indicates the overall health of your website across essential dimensions. Importantly, **any dimension scoring 3 or lower should be flagged for immediate attention**. Prioritise addressing these areas, particularly those with the lowest scores, to ensure optimal website functionality and user experience.

Statements	Rating
<p>1 Website Speed, Performance & Element Load Time Our website's Core Web Vitals are optimised. Load speed is optimised for both desktop and mobile devices. Interactive elements like chatbots and forms are optimised for quick loading and responsiveness.</p>	
<p>2 Mobile Responsive & Cross-Browser Compatible Our website displays and functions well on various mobile devices and screen sizes, and we periodically test mobile responsiveness. Our website works effectively across different web browsers, and we test for compatibility issues.</p>	
<p>3 Search Engine Optimization (SEO) Our website is optimised for search engines, including the use of relevant keywords, effective URL-naming, title-tags, meta-tags, Schema-markup, and use of internal & inbound links.</p>	
<p>4 User Experience (UX) and Navigation Our website is user-friendly with intuitive navigation and a clear layout. We frequently evaluate the user experience through feedback and testing.</p>	
<p>5 Forms and Call-to-Action (CTA) Effectiveness The forms and CTAs on our website are functioning effectively and yielding desired results.</p>	
<p>6 Content Quality and Relevance We regularly update our website with high-quality, relevant content that meets the needs of our audience.</p>	
<p>7 Website Integrations, APIs and Webhooks Our website is effectively integrated with all necessary applications and marketing tools to optimise business operations and data reporting.</p>	
<p>8 Website Security Our website is secure from threats such as hacking and malware. We regularly patch and update software and take all necessary security precautions.</p>	
<p>9 SSL Certificate and HTTPS Our website is secured with an up-to-date SSL certificate, ensuring all data is transmitted over HTTPS.</p>	
<p>10 Backup and Recovery Systems We have reliable backup and recovery systems in place for our website to prevent data loss and facilitate quick restoration.</p>	

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<p>11 Link Management and Redirects All links, buttons, and features on our website function correctly. We periodically check for and fix any broken elements. We regularly check for and fix any dead links on our website and ensure proper implementation of 301 redirects. Our 404 error page is optimized to guide users back to relevant sections of our website effectively.</p>	
<p>12 Privacy, Cookie, and Accessibility Compliance Our website, including e-newsletters, is compliant with data privacy laws, with proper cookie management and clear privacy policies. It meets all relevant legal requirements and is accessible to individuals with disabilities.</p>	
<p>13 Social Media Integration Our website is effectively integrated with our social media channels, providing easy access and sharing options for users.</p>	
<p>14 Analytics and Feedback Collection We actively use analytics to track website performance and gather user feedback for continuous improvement.</p>	
<p>15 Customer Support and Contact Options It is easy for users to find contact information and receive timely support or responses to their inquiries on our website.</p>	
<p>16 Website Hosting and Uptime We monitor our website's uptime and ensure reliable hosting services to maintain high availability and minimize downtime.</p>	
<p>17 Page and Content Organization Our website content is well-organized, with a logical structure that facilitates easy navigation for users.</p>	
<p>18 Multimedia Content Optimization Images, videos, and other multimedia elements on our website are optimised for SEO, performance and quality.</p>	
<p>19 Regular Technical Audits We conduct regular technical audits to identify areas for improvement in website performance, SEO, and user experience.</p>	
<p>20 Feedback Mechanism for Users We have an effective mechanism for users to provide feedback on our website's usability and functionality.</p>	
<p>Total</p>	