



# SPRING CLEANING

## website checklist

### DUST OFF THE WELCOME MAT

- Refresh Headlines and Taglines:** Ensure they mirror your current offerings and brand message.
- Update Featured Images:** Replace outdated visuals with high-quality, relevant images.
- Highlight Current Promotions:** Showcase any seasonal offers or new products prominently.

### SWEEP AWAY THE COBWEBS

- Test All Internal and External Links:** Use tools like [Broken Link Checker](#) to identify and fix 404 errors.
- Validate Contact Forms:** Submit test inquiries to confirm proper functionality and response.
- Check Plugin Integrations:** Ensure third-party tools and plugins are operating seamlessly.



NEXT



## DECLUTTER THE CLOSETS

- Simplify Menu Items:** Keep only essential pages in the main navigation to avoid overwhelming visitors.
- Organize Dropdowns** Logically:
  - Group related pages together for intuitive browsing.
- Remove Redundant Pages:**
  - Consolidate or delete pages with overlapping or outdated content.

## PRICE TAG CHECK

- Update Product Listings:** Ensure all offerings are current and accurately described.
- Adjust Pricing:** Reflect any changes due to market trends or business costs.
- Manage Inventory:** Remove discontinued items and highlight new arrivals.

## POLISH THE FAMILY PORTRAITS

- Revise Team Member Information:**
  - Add new staff, update roles, and remove former employees.
- Refresh Photos:** Use recent, high-quality images that reflect your team's current vibe.
- Highlight Achievements:** Showcase recent awards, certifications, or milestones.

## FORTIFY THE FENCES

- Update Passwords:** Use strong, unique passwords for all admin accounts.
- Install Security Patches:** Keep your CMS, themes, and plugins updated to their latest versions.
- Enable SSL Certificates:** Ensure your site uses HTTPS to protect user data.



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## INSPECT THE FOUNDATION

- Check Site Speed:** Use [Google PageSpeed Insights](#) to identify areas for improvement.
- Review Mobile Responsiveness:** Ensure your site displays correctly on various devices and screen sizes.
- Analyze Traffic Data:** Utilize tools like Google Analytics to understand user behavior and adjust strategies accordingly.

## FRESH COAT OF PAINT

- Update Color Scheme:** Incorporate current brand colors or seasonal palettes for a fresh look.
- Refresh Fonts:** Ensure typography is modern, readable, and consistent across the site.
- Enhance Visuals:** Add new graphics or animations to engage visitors.



## TOSS OUT THE TRASH

- Deactivate Unused Plugins:** Reduce bloat and potential security risks by removing obsolete plugins.
- Delete Redundant Media Files:** Clean up the media library by removing duplicate or unused images and documents.
- Clear Outdated Backups:** Retain only recent backups to free up server space.

## ENGAGE THE NEIGHBORS

- Add Recent Testimonials:** Showcase positive feedback from satisfied clients.
- Integrate Social Media Feeds:** Display your latest posts to encourage cross-platform engagement.
- Implement Chat Support:** Offer real-time assistance to visitors for improved customer service.

Contact:

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*Thank you*