

# Website Daily Dozen Checklist

## Products

- ☐ Check the Alarm Bell icon at the top of the system for new website orders.
- ☐ Go to Inventory > Products and check for products near the top of the list that don't yet have full details, such as Reorder Points, Desired Stock Level, Departments, Categories, Vendors, and Descriptions.
- ☐ Search through products and go to the Advanced tab, add Suggested Products, at least four.
- ☐ Check your website shopping pages and make sure all Categories and Products have images.
- ☐ New Product Maintenance – If you have a New Products folder, clear out products that are no longer new, and add products that need to be added.

## Website Pages

- ☐ Check your Home page for any text that could benefit from an update.
- ☐ Aging pages: Have any promotional pages or items that are past their prime? Remove them.
- ☐ Use [this free broken link checker](#) to make sure all site links are good.
- ☐ Check Website > Pages and look for text that could benefit from an update.
- ☐ Check the load times and performance of your site and pages [with a tool like this](#).

## Content

- ☐ Update your Home page slideshow, if present, if it has been a week since the last update.
- ☐ Look at existing Featured Products & Featured Categories modules and update listings.
- ☐ Check and update Calendar events.
- ☐ Check and update Classes.
- ☐ Go to Website > Forms and check form submissions.

## Marketing

- ☐ Visit every social media page you use (Facebook, Pinterest, etc.) and answer messages, make new posts.
- ☐ Check site pages for good places to add Featured Products and Categories, or add a linked product image to a large block of text.
- ☐ Work on Freebies: coupon codes, project downloads, videos with useful tutorials, eBooks, anything you can provide that's a free bonus.
- ☐ Use email marketing and/or web pages to promote new upcoming products and events.
- ☐ Train your employee team in current conversation topics to promote events and items.