

Funeral Home Website Report Card: How Does Your Website Rate?

Take the time to fill out this Website Report Card and find out if your site is working for you. Also, refer to the free video at: www.FuneralFuturistWebsites.com/report-card-video.

Website Item	Yes / No
<p>Does your website have online obituary notices and condolences? Online obituaries and condolences are the number one way to drive traffic to your website.</p>	
<p>If you have online obits, are they hosted on your site? Google does not give you “credit” for condolences hosted on another site. Not only that, but you are taking visitors away from your own site.</p>	
<p>Does your home page have enough text on it for the search engines to read? Search engines are unable to read images, animations, or Flash on your site. They bypass these elements, instead searching for other, more descriptive sites.</p>	
<p>Does your funeral home website have a blog or the ability to easily update timely information? Both Google and your community want to see that you have current, relevant information. Most funeral home websites make it cost prohibitive to add new content so that it can be “indexed” (or found) by the search engines (Google, Yahoo, MSN, etc.) By making it hard to add fresh content to your site is counter-intuitive to what Google is looking for!</p>	
<p>Does your homepage get visitors where they want to go in the least amount of clicks? In short, this is called usability. Sites that require many clicks are considered low-usability sites. Low-usability sites eventually frustrate visitors, causing them to click away.</p>	
<p>Do your URLs have keywords in them and not a series of special, meaningless characters? Search engines can read the words in your URLs, but URLs without the keywords do not provide any advantage with the search engines.</p>	
<p>Is your site free of web site developer links? If your web developer has inserted their name and a link back to their website at the bottom of your homepage (or worse, on every page), it actually benefits them and hurts you.</p>	
<p>Does your website have unique page titles for each page of your website? As you look at the various pages in your website, does the title in the very top of your web browser bar change to the appropriate page you are on? It should. But many sloppily built websites just have the company name on every page of the site...or worse, nothing at all.</p>	
<p>Do you have properly worded descriptions for your most important pages? In the old days (5 years ago), the search engines used this information to rank you higher in the search engines. Now it is deemed as arbitrary information so it doesn't help your rankings, but if worded properly, it can help your “click-throughs.”</p>	
<p>Do you have an XML sitemap for your website? Google, Yahoo, and MSN have concurred that sitemaps are the best way to submit your site to the search engines and to alert them of subsequent changes to your site. Does your site have a page like sitemap.xml or http://www.YourFuneralChapel.com/sitemap.xml?</p>	