

2026 EDITION

The Minima Essential Site Check

THE 10 MINUTE
WEBSITE CHECK-UP
THAT GETS YOUR SITE
READY FOR LEADS,
CLIENTS AND SALES

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When was the last time you checked out your website?

I mean *really looked at it*.

Maybe you launched your site last year.

Maybe it's been more than a few years.

Maybe you don't even know how to log in and make edits.

(Trust me, you wouldn't be the first person I've heard that has no idea how to manage their site.)

Over the years, I've reviewed hundreds of websites in my site audits and I've discovered a few common issues that could be costing you serious bucks.

It's easy to forget all the little things you've added to your site over time - and it's critical that everything is up-to-date and works as expected.

A lot can happen in a year (*or a few years...*) and you may have forgotten old offers (*and prices!*) that you no longer offer or support. Maybe you've gotten featured by the media - or maybe you're looking to get out on the speaking circuit and need to let people know about it.

Spend a bit of time now to get your site in good shape for the new year - that way you aren't rushing to fix things before you launch your next program or offering.

This quick checklist guide will help you clean up the digital clutter and get you ready to take on the new year with confidence.

You've got this!

Michelle Martello / Minima Designs



The Tech Bits

First impressions are everything. And if your site doesn't appear trustworthy (*or doesn't load at all*), you're going to lose your prospective visitor - and they might not come back.

It always feels like the worst tech issues happen when you're just about to launch your next thing - whether it's a new product or service. I've seen it all - from domains that didn't auto-renew because the credit card had expired to out-of-date security (SSL) certificates that caused Google to mark a site as "insecure."

True story: a friend sent out a sales email for her new clothing line. She also posted about the sale on her social media accounts, but she didn't log into her site for a few days. I clicked on the email link for the sale - but her site wouldn't load. I tried the link on multiple computers to make sure it wasn't just me and I sent my friend a concerned text. She was wondering why she hadn't gotten any sales or emails!

Turns out her domain hadn't renewed - taking her site down. When people clicked on the link or typed in her URL, the site was blank. And because her email account was tied to her domain, she wasn't notified that both her site and emails weren't working. To top it off, she didn't have the correct login for her domain host - so she couldn't access her account to renew her domain (*and she couldn't get the password reset email since her email wasn't working!*) It took several days to sort out - causing lost sales and frustration.

These issues are easily preventable with a few minutes of care.
Review the list below and make sure everything's up to date.

TECH BITS

- **Renew your domain(s) and make sure all are set to auto-renew.**
This is a great time to also review what domains you no longer need and can let go of.
- **Verify and update your credit card info at your tech providers.**
This includes your webhost (like Squarespace or Siteground), domain provider (like hover.com), business email provider (like Google Workspace) and email newsletter service (like Kit).
- **Tighten up security. Test and verify your logins for your tech accounts.**
Consider using a password storage service like 1Password to securely store your passwords. Remove any users who should no longer have access to your accounts (like former employees, contractors or rogue family members).

General Site Review

The most common issue I find in my site reviews? A non-existent or non-working contact form. This is one of the most important areas on your site. Even if you have a one-page site, you should have a simple way for people to contact you. Make sure your contact form works and your test inquires make it into your inbox!

The second most common issue? Social media links that don't work or ones that send visitors to a non-existent page. You'll also want to make sure your site works as expected on mobile devices. *One other thing I always catch when testing sites by phone? Pop-up opt-in boxes that cover the whole screen preventing a potential customer from doing anything else on your site (this is beyond frustrating as a user)!*

Take the time to review your site for any old or outdated content. You'll also want to verify you're still collecting data (if you've got Google Analytics, Google Search Console or other software installed). Don't have these set-up? Now's a great time to add Google Analytics and Google Search Console to your site (*best of all, they're free to use!*)

GENERAL SITE CHECK

- Your contact info is easy to find (ideally linked in main and/or footer navigation).
- Test your contact form and verify you received the test message.
- Test your social media links.
- Update your site copyright notice to the current year (if it's not automatically updated).
- Remove and/or redirect old or outdated content.
- Remove old events and offers - don't forget to check your sidebar, blog posts, pop-ups and notification bars for outdated links to old events or programs. Draft old pages and offers you're no longer offering (but might want to save for future use).
- Test your navigation links (header and footer).
- Review site content for accuracy.
- Verify GA4 and Google Search Console are set-up properly and tracking data.
- Verify that your address / phone / contact info is still correct.
- Test your site on a mobile phone.

Services + Pricing

Your business will likely change a lot over time. Maybe you're no longer offering a particular service - or maybe you're adding in something new. This is a great time to evaluate what you want to put out there and what you want to charge. And remember - just because it isn't on your site doesn't mean you can't offer it! But what you don't want is for someone to stumble upon (*and buy*) an old product or service offering that you no longer offer or can support. It's also a great time to review your privacy, terms and conditions, refund and return policies (or add them if you don't have them listed).

This is also a great time to check that your booking software (*Calendly is my personal favorite tool*) is set-up correctly and you've updated your availability.

WORK WITH ME / SERVICES PAGE / POLICIES

- Update prices in your site copy and buy now buttons.
 - Update pricing in email autoresponders, sequences and forms.
 - Remove any old offers / packages / programs no longer offered.
 - Update terms & conditions.
 - Add / update cookie and privacy policies.
 - Add / update refund and return policies.
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BOOKING + CALENDAR

- Update booking calendar to reflect any schedule changes.
- Update pricing (if connected to booking software).
- Review booking emails and verify information is still accurate.
- Review and modify booking refund/cancellation policies.
- Test and verify that everything is connected properly and working.

Store / Shop

Selling products, courses and services directly on your site? You'll want to make sure your prices are accurate and you're only offering the products you want to continue selling. If you're not sure if you'll offer something again, but want to hide it for now, set the page and/or product to "draft" mode - so only you can see it. You don't want someone stumbling across it accidentally.

This is also a great time to check that your connections to other services are still working - for example, if someone purchased a specific product, you may want to "tag" them in your email software so that you can send your buyer product updates and communications.

One more thing - have you tested buying your products on a mobile phone? Recently I tried to buy a fitness program on my phone and I got stuck on the checkout page. I couldn't seem to tap the box to add my address and complete the transaction - so I gave up. More than 50% of your transactions may be happening by phone - make sure they can actually check out!

STORE/SHOP CHECKLIST

- Remove / update promo graphics on sidebars.
- Remove / update promos at end of blog posts.
- Remove / update notification and announcement bars.
- Remove / hide old sales pages.
- Create waitlists for upcoming programs and offers.
- Delete / deactivate old promo codes.
- Review / update prices of products in your store.
- Hide / remove old products from your store.
- Verify buyers are tagged correctly in your email newsletter service.

About + Press

You've probably done a lot in the last year - this is a great time to revisit your bio, about page and press/media kit. And if you've gotten new press, awards or accolades, now's the time to add the latest social proof to your site.

ABOUT / SPEAKING / MEDIA KIT / PRESS PAGES

- Update profile photo.
 - Add updated / new photos for media kit.
 - Update / revise your bio.
 - Update one-sheet / media kit with latest stats.
 - Update speaker reel.
 - Update professional certifications + credentials.
 - Add recent speaking events.
 - Add new testimonials (bonus if you can get photos/videos).
 - Add press mentions – podcasts, articles, videos, logos.
 - Add social proof - logos/text of people/companies you've worked with.
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WHAT TO FIX OFF OF YOUR SITE

- Update your profile photos on your social media networks.
- Update your bio + credentials on Instagram.
- Update LinkedIn bio and header image.
- Update profile links to new sites, products or offers.
- Delete / redirect links to old offers, sites or products.
- Update / modify email signature (*pro tip: I love to include a link to my email newsletter in my signature*).

E-mails + Opt-ins

Once you've gotten your opt-in forms and auto-responders set-up, it's way too easy to forget what you've got in there. Take some time to review your onboarding sequences, opt-in copy, welcome emails and confirmation notes.

E-MAILS / OPT-INS / ETC.

- Review and update welcome sequence(s).
- Review and update opt-in pdfs / downloads for accuracy.
- Review product / program purchase onboarding / sequences.
- Remove old / outdated offers and links from autoresponders.
- Update / remove outdated opt-in forms and copy from site.
- Create email wait lists (and tag interested subscribers) for future programs or offers.
- Test your newsletter sign-up form(s).
- Add/update link to opt-in forms on your social media profiles.

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WHAT'S LEFT?

Note any other items you want to update here.

TASK

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What comes next.

Thank you so much for downloading this guide.

If you're ready to go further, I'd love to chat.

My [Minima Sessions](#) are strategic consults that offer specialized support for your unique business. We'll dive deep into what you want to create and come up with a plan to get you there.

