The POSCAP™ 101 checklist for MSPs

Contents

Introduction

Welcome to your 101 checklist.

After many weeks of deliberation – I've managed to get almost 200 points down to just 101. 200 was overwhelming. 101 is still a lot – but it feels more focused and helpful.

It's split into 6 sections:

As I discuss in the <u>accompanying video</u>, the sections are intertwined. There is no order. All are equally important. If you are looking for online success, all areas need to be thought through.

Whilst this checklist stands alone, the accompanying video programme puts a lot more 'skin on the bones'. The 22 videos which comes as part of this programme provide case studies and examples (both good and bad) as well as tools and services which you will find useful in your online journey.

Remember – tiny changes … massive impact.

Personality

i) Visual

1. Does your website stand out from the crowd or is it another me-too?
Be critical – does it look like a template or any other IT provider's site? Does it set you apart from the crowd? Would *you* do business with *you*, based on how your site looks?

2. You and your team have a personality. Are you demonstrating it online?
People buy from people. This is your first opportunity to show a prospect that you'd be worth doing business with.

3. Do you show photos of your office environment?
Make it as real as you can. Do you have a logo on a wall? Show it! Can you show people collaborating around a screen, or outside the office? A real office shows you're a real business, with infrastructure. That shows in turn that you've credibility and you're worth starting a conversation with.

4. Do you show photos of your team?
Again – real people = credibility.
So many hide their team away. If you've people who don't feel willing to be shown – create avatars, create portraits, show the office pet. Something is better than nothing – as it shows a business with personality.

5. Does your brand look like it's been created in MS Paint
Logos and brands in the IT world are often neglected and can stand out for the wrong reasons. If your logo and brand looks undesigned, make a commitment to change it – there's no excuse. You might be surprised at what prospects notice.

6.Have you embedded video elements which show you and your team at work, or in their environment?

Simple video elements are so important. Google loves them from an SEO perspective and if a prospect can see your team at work or watch a simple message from the company owner – it gives them an insight into who you are.

ii) Written

7.Are there bios – of at least the owner?

Everyone has a story. Humans love stories. Prospects love stories. Give a prospect something to grasp onto. Make them smile. Make them nod. Help them to get to know you, and encourage you to meet you.

8.Does your copy throughout the site have personality?

Does it read like all the others or does it make people smile or nod? Is it dull? Is it boring to read? Be critical. Get others to read it – watch if their eyes glaze over. Oh, and it's OK to make people smile in business. Most website copy doesn't do that.

9.Do you stand for something or have an opinion?

This is hard and potentially brave – but splitting an audience is a good thing. It creates raving fans. When you present to an audience – having half the room disagree with you is a good thing. A website can do something similar. As an example, "We don't do long term contracts – monthly rolling contracts only" or "We are experts in AWS (we leave Azure to the others)." Be brave – take a stand - have a focus – it works.

10.Do you shout from the rooftops about your non-IT work?

Are you doing good things for your local community? Have you raised $£000's or contributed in some way? Tell the world – be proud of your achievements! Prospects (and customers) will always admire a company who's helping out locally or donating profits. It'll make them feel good too, to be a customer.

11. Have you won awards?

Don't hide your light under a bushel - display them and explain what they mean. Don't just add pictures of trophies - if you beat 100 others to an accolade – say so! Prospects like to be associated with companies who win awards and are the best at what they do.

12. Do you talk local?

If you have a local SEO target / customer focus – are you clearly demonstrating this on your site – particularly your home page? Words and photos apply. Help prospects relate to a local business in their local area.

Online Presence

i) Google Business Profile

13.Have you created your Google Business Profile account?

This is essential if you want to be found and seen as credible online. In case you're wondering – it's the panel on the right of the search listing, which displays when you Google your company's name.

14.Is your physical presence accurate on Google Maps?

If you do work from home – are you able to use a registered office to provide credibility? It's a heinous crime to display your home address or some other non-descript place. If you have an office – make sure it displays – it's a credibility thing.

15.Have you added photos?

Are your photos 'real'?! Do they showcase you and your team – or are they stock imagery? Photos really do get viewed – you'll be sent stats each month. There's no harm in adding one or two new ones each month. Google loves (regularly published) content.

16.Are you creating Google Business Profile posts?

Diarise adding a post each month about recent updates or news. These posts will display in the panel and whether we like it or not – Google likes fresh content – it can only improve your SEO rankings.

17.How good do your Google reviews look?

This is huge. Google Reviews should become a priority for your business. Do you have a few or plenty? When was the last one left – 2 years ago when you last thought about it – or are they being left regularly? How are your ratings? Customers pay attention to reviews – and Google will reward highly rated companies with great rankings.

18. **Do you have an ongoing campaign to ask customers for reviews?**

Build a process to incentivise or encourage reviews from customers on a regular basis. Reward them for leaving one. Scrape them and add them to your site and sales process too – they are public and should be used to maximum effect!

ii) Bing

(No video explanation provided for this section)

19. **Have you "Binged" your company recently?**

At the time of writing, Bing has a 7% share of desktop search – the most likely form of device search for prospects to reach you. Don't ignore optimising for Bing – your competitors may not be as smart as you. Whilst it may not result in huge volumes of traffic – it's good to know how and where you appear. You might be surprised.

20. **Have you created a Bing Webmaster's tools account?**

Register your site and keep an eye on it.

iii) Linkedin presence & social media

21. **How's your company profile looking?**

Is it uptodate? Is it as shiny as it can be? Is your profile graphic on brand and uptodate? Does it reflect your website? – particularly if you've now updated it because of this guide. Make it consistent, as it looks like you're on the ball and gives the right impression.

22. **How's your personal profile looking?**

If you're the company owner or a senior manager – DO NOT underestimate the power of your Linkedin profile. People buy from people. Prospects WILL check individuals out, for curiosity or peace of mind. Make sure your profile is uptodate and paints you in the best possible light.

How are your employees' profiles looking? Help them to get them right – they represent your company – they'll be glad of your help.

23. Do you have a credible profile photo?

Every little helps – make sure you like a professional. Shots from the beach / with your family just don't cut it – they give the wrong impression to a prospect, even if it looks cool to you or your colleagues. Get the right shot. Look like someone worth doing business with.

24. Are you posting content regularly both personally and from your company page?

Is the content attention grabbing or generic blog fodder which gets little engagement? Could you develop better content with more personality and cut through? Are you asking your team to share company posts regularly to increase engagement? Are you proud of the sort of things your company posts? Are you asking customers to follow your LI company page? How could you make it worth their while.

25. Does your company have social media accounts?

(There's no right or wrong answer here). If you do have accounts – are they being used regularly? If not – consider closing them down.
If you are posting regularly, is that content getting any form of engagement or is it simply being posted to demonstrate a live account? Are your follower counts increasing or static? That will tell you something about the importance of each particular account.

26. Are you getting ROI from the content you're potentially paying for to post?

Should you consider focusing on one type of social media account or using content marketing spend for advertising tests?
Work out what works and focus on it. Don't blindly post content (or pay for that content) if it's not being digested or engaged with – you could potentially use that resource for tasks with a better ROI.

27. Are you monitoring the active accounts?

If a prospect saw that your business had good reviews on Facebook and sent you a DM – would someone see it to respond to it in a timely way? Would it be possible for a customer to request support via Twitter? If so – make sure you monitor and respond.

Search engine optimisation

i) Keyphrase focus

28. Do you know who you want to be found by?
Have you figured out your buyer persona? What does your ideal customer look like? Where do they do business? What are they looking to buy? Have you asked recently converted prospects what they search for to find your business?

29. What industry niches are you looking to attract prospects?
Do you know what keyphrases they are searching for to find their next IT partner? These may change over time, depending on trends, market or global events. Industry compliance legislation changes may also come into play – keep your ear to the ground.

30. Based on the above, can you list 5 keyphrases you would like your business to be found for?
Clue: "IT SERVICES" is NOT a good keyphrase.
"IT Support New York City" IS a good keyphrase.
Clue: "NETWORK SECURITY" is NOT a good keyphrase.
"IT Services London" IS a good keyphrase

31. Do you know whether your chosen keyphrases have any traffic?
Get a keyphrase tool. Find out whether people are searching for your chosen keyphrases and then reiterate. Make sure you are focusing your effort in the right places. Make data driven, not gut feeling decisions.

ii) Keyphrase implementation

32. Is your principle keyphrase front and centre on your homepage?
Make your keyphrase count – it should be big and bold on your homepage – it should be above the fold and clear for both the search bots and your prospects to see. This keyphrase should focus the mind of the copywriter. The site's copy should be centred around it, to appeal to both the prospect and to boost rankings.

33. Are you using your <h1> tags correctly?
This is the one of the most important on-page signals as part of your SEO efforts. So many MSP's 'waste' this tag. Ensure there is just one <h1> on your homepage (and other landing pages) – and make sure it's focused around your principle keyphrase.
Clue: "Awesome support" is not a good <h1>
"It support services for Berkshire" is a great <h1>

34. If using WordPress – have you installed and correctly implemented the Yoast SEO plugin or an equivalent?
Yoast SEO is the world's most used SEO plugin. If you're not using it (or at least something similar) as part of your WordPress instance – you are definitely missing a trick. Install it and get it set up correctly. Yesterday.

35. How is your homepage looking, from a Yoast SEO audit perspective?
Do you have a green light showing for your chosen key phrase? If not – focus on the on-page to do list provided, to ensure you get that green light for at least your homepage, before moving on to other landing pages.

36. Are your key page titles and meta the best that they can be?
Whether or not you're using an SEO plugin – (you might be doing the basics manually) – make sure your HTML page titles and meta are optimised for your keyphrase(s).

37. Can you see whether your pages are indexed correctly?

Once your plugin is set up – head back to your Google search console in a couple of weeks to check everything has been or is being indexed as it should be.

38. Do your principal landing pages contain unique content?

Duplicate content is a thing. Google likes unique content. If you've multiple services pages – don't feel you can tweak a title a paragraph of text and keep the remaining 2/3 of the content the same – it won't be ranked favourably. Make the quotes different. Make the imagery different. Make the layout unique. It's good for Google and as importantly, it's good for your audience too – it will draw them in, if each page is unique.

39. Do you have site links displayed in the Google search for your business?

These are the 4 or 6 links underneath your main listing – showing some of your principal landing pages. Whilst you don't have any control of what Google chooses - visit Google search central to request a page to be removed from the index or to check there are no problems with your indexing or your site's structure.

iii) Imagery for SEO

40. Are your image Alt tags set correctly?

Adding alternative text to images is a principle of web accessibility. Visually impaired users using screen readers will be read an alt attribute to better understand an on-page image. Also, Alt text will be displayed in place of an image if an image file cannot be loaded. It will also provide better image descriptions to crawlers – a good thing.

41. Are your other image attributes set correctly?

If you use WordPress, visit your Media section today – and add both Alt text, accurate image titles and descriptions to all your images on the site. This can be done retrospectively.
Clue: "PXL_20210817_200706612.jpg" is NOT a good naming convention for an image title.
"IT support London office" is a MUCH better title!

Content

i) Copy

42. Is your Homepage's 'above the fold' as good as it can be?
First impressions count. This small section of your site is THE MOST IMPORTANT. Focus on it – get it right. Make sure it is immediately enticing and shows off your business and how it can help others immediately.
Ditch the stock imagery. Provide immediate evidence of why a prospect should continue to scroll. Hook them in!
Test, test, test with customers. Ask their opinion. They will absolutely have one, if you ask.

43. Does your copy pass the 'so what' test?
This is self-explanatory.
For every sentence, every paragraph – ask this question. Are the words you are using saying something worthwhile? If they don't – remove them. Less is more.

44. Does your copy mainly use "your" rather than "us"?
Do you mainly talk about your prospects and how you can solve *their* issues, as opposed to talking about *your* services? It's a good indication of how prospect-focused your site and copy is.

45. Do you use words like "calm" "relax" & "sleep well" around the site?
These are the sort of feelings your customers should have as a result of buying your services. Prospects buy with emotion – they buy into people and buy services, with the expectation that their life will become easier. Show them it will, by using the right words.

46. Do you have your key metrics up front and centre?

Do you talk about the number of businesses you look after currently? Do you talk about how long you've been in business? These sort of metrics instil confidence. If you've only incorporated recently – aspire to publishing a metric to be proud of as soon as you are able.

Clue: "Currently helping: 231 business owners sleep soundly."

Clue: "Delivering services across Michigan since 2002."

47. Do you have industry specific pages on your site?

Are you playing to a niche or two? If so, create pages specific to that niche. Talk about the industry software you support … the industry compliance you can help with … the team members you have with x years of experience in the industry and testimonials from customers, *in that niche*.

Make it a no-brainer for a dentist* to want to talk to you, by talking *their* language.

*Substitute your niche.

48. How's your Technobabble rating?

Do you talk about the latest "Cisco Catalyst 8500 Edge platform" or "helping customers to sleep easy"? Do you constantly refer to "Managed Services?" Does your local manufacturing target firm understand what 'managed services'? Talk their language.

49. Have you asked an 11 year old to read through your site?

If they understand it, your prospects will.

50. Have you asked for an independent spelling / grammar check around the site?

Your written language may not be the best – get another pair of eyes. There is NOTHING worse that spelling mistakes, typos and poor language on a site. It happens FAR TOO OFTEN. "If you can't be bothered to check copy, what else does your business not check?" … thinks your prospect.

ii) Conversion tactics

51. Do you offer a crazy guarantee?

Stand out from the crowd. Try something different.
How can you make a contact us submission a no-brainer?
Offer a free month of service, if … Offer free pizzas for a year if …
Offer a $500 Amazon voucher in return for a 30 min face to face meeting.

52. Do you display pricing – either specific or a guide?

Controversial – and no right answer – but why not try something different?
Why not have something for a prospect to buy for £$99? A guide – a consultation – a remote emergency fix. Test out different strategies … display ballpark pricing. Sure, it might give the game away to competitors – but it might also qualify prospects in or out straight away.

53. Would it make sense to create a quote builder to give prospects ballpark pricing?

Ask a few simple questions via a wizard – collect the answers and either autogenerate a price in real time – or use the information to be proactive with a ballpark quote, to start a conversation with a prospect.

54. Do you have a lead magnet sign up box?

Very much optional – but when done right – it does work. If you do choose to swap an email address for an asset - offer something of real value - perhaps a "Free recovery guide to your website being hacked."
Consider what you will do with that email address. It's valuable – use it wisely. Do you have a value-add email sequence ready to go?
Clue: ~~"Sign up to our newsletter."~~

55. How straightforward is your contact form?

Do you make it as simple as possible for people to get in touch?
Does it prompt for 5 fields or 2? Does it show a message with personality after submission? Do you take that prospect to a unique landing page with a 'thank you' video from the business owner, which talks about how you are looking forward to getting in touch with them?
Set yourself apart.

56. Is there 'contact consistency' around the site?

Are the calls to action consistent around the site? Focus your message on a no obligation consultation / free advice / risk-free 1:1 with pizza – make it clear how you can take the conversation forward. Show your prospect you know what you're doing – and have a proven process to take someone with a new need or is unhappy with their current supplier, through to IT paradise*.

Feel free to use that phrase without attribution 😊.

57. Do you offer a free 30 min consulting session?

Or something else which sounds enticing and interesting to a prospect? Make it a no-bainer for them to fill in the contact form.

"Get in touch" is bland – there's always a more interesting phrase to use. Let your business's personality shine through.

58. Can a customer book an online appointment in a couple of clicks?

Do you have a Calendly widget (or equivalent) embedded on your site? Do you make it easy as possible for a prospect to book a conversation with you? Consider Timezest - a specific calendar booking app which integrates with Autotask / ConnectWise Manage.

59. Do you have live CSAT widgets showing?

Many CSAT tools have widgets available where you're able to display realtime CSAT scores or the latest comments which have been left. Using this sort of widget shows real confidence – you've nothing to hide.

iii) Site elements

60. Is your homepage littered with options to branch from your story?

How many links / buttons does your homepage have to different pages or resources?

Can you reduce them to a single focus around starting a conversation? Home pages are there to tell a story – allow prospects to get to the bottom of the page without distraction.

61. Is your About us page ACTUALLY about you?

Please don't let it be some generic About us text, which doesn't set you apart from the next MSP down the road. Tell the story of your business. Show a timeline. Be proud of how you've got to where you are. If you're just starting out – be proud of that too – don't hide it – explain why you're doing it. Prospects will understand if you're good at what you do. It's human nature to want to help and be part of a successful, growing business.

62. Do you have a blog – with regular, interesting posts?

Having regular content published on your site shows you are a business who cares and who is uptodate with technology. Sites which publish regular, unique, content will rank well within Google, compared to those which don't (all other things being equal).

63. Have you named your blog, "blog"?

Seeing the word 'blog' on a header's navigation doesn't typically draw a prospect to click it. Is there a more creative name for it to make it more enticing? Resources / Company news / Tech latest / Keeping you in the know?

64. Are your posts bland and generic IT articles which get little to no traffic?

Is there a better way to spend marketing $£? Could you be more creative with what you publish?

65. Do you have a date stamp on your blog posts?

Was the last post more than 3 months ago? Remove those date stamps from your templatea and immediately your content becomes timeless.

66. Do you have a Careers page?

Always be advertising – a careers page whilst not really something for conversion, shows you're expanding – it shows your professional. Have a couple of perpetual jobs listed and a "Create your own job description" role too – with a form to submit details – that really does work a treat if you're looking for candidates and CVs.

67. How many products / services do you have listed?

Do they make sense? Are there too many? Is it overwhelming to a prospect? Might just a couple of services be the answer and make it easier for prospects to understand your offer and proposition?

68. Do you name your services in an intuitive way that a prospect will understand?

Does the phrase "Managed IT services" within your navigation mean anything to a prospect? Can you think of better phrases to use, such as "Your Outsourced IT Dept". Write from your prospect's perspective – not your own.

69. How's your contact us page?

Does it look as good as it could be – are there options for booking a consultation? Does it show your social media channels? Do you have your business address and company details on it? Does it also have a customer quote appearing, reminding prospects who've reached that page, that you're definitely worth starting a conversation with?

iv) Social proof

70. Do you have a testimonials page?

This is essential. Consider calling it something enticing – a "wall of love" or "raving fans". Does it have actual names of customers? Does it have logos? Is it nicely designed – are there 10+ quotes on there? Is it clearly signposted? Do you keep it regularly updated?

71. Are your customer quotes fit for purpose?

Be aware that CSAT comment widgets rarely contain the best choice of words – "Dave was great today" doesn't tell a prospect enough. Consider writing testimonials for customers to sign off. Use the words you want to see written about you – or guide them in their writing. Keep them short and punchy. Make them impressive.

72.Do you have relevant social proof scattered around the site to bolster your copy?

A dedicated page is essential, however quotes need to be scattered around your site. They need to be relevant too. On a page talking about cybersecurity – add a quote which refers to a customer who is happy with your cybersecurity services. Let your customers back up your claims – why should prospects take your word for it?

73.Do you have video testimonials?

Is video the most powerful type of social proof? Almost certainly. Video testimonials can never be ignored. Real people saying great things about you is a powerful sales tool. Videos don't have to be elaborate or high budget. Record them over Zoom, schedule recordings at customer conferences or use a service like TechTestimonials.com

74.Do you have a process in place to obtain regular client quotes from happy customers?

Testimonials do get outdated. Customers move on. Services change. It's great practice to ensure a regular flow of quotes come through (see section on Google Reviews). Have a Helpdesk process in place to spot positive comments on ticket threads (your greatest marketing source?). Follow them up like a terrier and bolster your sales process each month.

Aesthetics

i) Style

75. Does your site feel designed?

Be honest with yourself – or ask someone to be honest. Does your site have style? Are you proud of it or embarrassed? Does it look professional? Does it look like a company *you* would want to do business with?

Of course design is a subjective thing – but we all know what looks acceptable and what doesn't.

76. Are there shiny, white-toothed people present?

Does your site have fake stock people present? If it does – they are likely doing more harm than good. When photography was hard 15 years ago, stock imagery was acceptable. Today it is not. No one wants to see the same corporate people and fake handshake poses, seen on thousands of other sites. Be authentic. Or worst case, go abstract. You owe it to yourself.

77. Is there evidence of a brand at work?

Do you have a tagline which is woven throughout the site and the copy? Do you play on your company name? Do your service options sound 'catchy'? Do you live your brand and its values and what your company stands for? Be bold. Stand out. You've nothing to lose and everything to gain.

78. How easy is it to read your copy?

Are there big blocks of small text, which make it hard to read? Are there headlines signposting the content elements? Does your layout entice the user to read more or is it a turn off and struggle to read? Do you have the colours right? Consider text and background colours and whether they are optimal.

79. Does your site breathe?

Prospects don't mind scrolling. They'd rather scroll than screw up their eyes and try to interpret your message. Do your landing pages breathe? Is there space? How's your layout? You're trying to do one thing – start a conversation. Natural conversations have natural gaps. The same is true on screen and on paper too. White space is OK.

80. Can your prospects see evidence of a team?

This came up in the personality section. It's here as a reiteration. If you have an office and some staff – that photo combination can be aesthetically pleasing when executed correctly. Stage the right environment, get a photographer for the day. When done right, your photos will last for many years.

81. Do you have content sliders which move too quickly?

Sit and stare at some of your key pages. Do you have content sliders in place which automatically move? If so, are your messages impossible to read? Can you read each one before they move? Does the 'above the fold' on your homepage have a fast-moving variety of screens, trying to squeeze in as many messages as possible?

If the answer is yes to the above. Remove them. Less is more. Control the story you want prospects to see and make it easier for them to read.

ii) Header / footer

82. Is your Header navigation as expected?

Is it simple? Do you freeze the top menu bar when a prospect scrolls? Is it obvious to navigate? Are your key pages showing at the top level? Do you have too many products and services on display? Are you better off with a smaller number? Are your links descriptive enough?

83. Do you have the word 'home' on your top menu?

Lose it – it's not needed. Users expect to click the logo to take you to the homepage. Space is at a premium on your header. Less it more.

84. Are your contact details clear on your header?

Could a customer get in touch to raise a ticket easily? Could a prospect get in touch in a way to suit them, within a couple of clicks? Do you have a confusing set of phone numbers? Could you reduce it to one and allow your business to decide how to place the call?

85. Is the contact phone number clickable?

There's nothing more convenient than clicking a phone number and having it call via your mobile device. Make sure that your site can do that. Every little helps when it comes to making it easy for prospects to get in touch with you.

86. How's your footer looking?

Do you have a terms of use and/or privacy page in your site's footer? This indicates authority to prospects and Google. It's expected – make sure it's there. Have you added a contact link at a minimum in the footer area?

87. Does your site pass Mark's © heinous crime check?

Do you have a copyright date in the footer. Is it in date?! Does it still say ©2017?

Diarise to update it on 1 Jan each year if it isn't an automated variable. A site which has an out of date © gives the worst possible impression to a prospect. Look live. Look uptodate. It's a reflection of how you do business.

Platform

88. Have you chosen the most appropriate platform?

At the time of writing, around 37% of websites are built in WordPress. The chances are it'll be right for your business too. Why? It's simple to use, it's incredibly extensible, it's easy to update and if you need help – there's well, a lot of it around. It might however be overkill for you. HTML boostrapped sites are lightning fast and there are 'lighter' frameworks such as Ghost which might also be right for you. Talk to your team. Choose what's right for you and your business.

89. How long do you have your domain registered for?

Do you renew your domain each year? There's a school of thought which says if you renew your domain for 5+ years – it shows more authority to Google. Whether that's true or not – it makes admin simpler – there's much less chance of the domain lapsing too – it's worth doing if you're serious about your business.

90. Do you have a cookies acceptance button?

Cookie consent is not just an issue for the EU. People who visit American, Canadian or Australian websites can originate from anywhere on the planet. If cookies are present on the site and collecting personal data from EU residents, the organization behind the website is now on the hook to comply with the GDPR. It's worth doing the right thing – it looks professional and shows you care about data and privacy.

91. Do you have an SSL certificate?

This shouldn't even be on the checklist. It is however still an issue. If you don't have an SSL certificate and your site's pages forced to https, please drop everything and do that right now before you go any further. No one in their right mind would buy from an MSP without this in place! You can also forget ranking for anything worth ranking for, without it.

92. Is your site mobile friendly?

Mobile is huge – Google is mobile-first – it's what it will use predominantly for ranking. Ignore 'responsive' at your peril. Most WordPress themes will handle this automatically – however tweaks to your pages for best effect on mobile will always be needed.
Test your site regularly on devices or testing simulation sites.

93. Have you checked your mobile navigation?

Ensure you have a "burger" menu at the right break / screen size. Make sure your navigation headings don't overlap the log on an iPad – it happens frequently. Make it easy for prospects to navigate around your site. Make it professional.

94. Have you run a GTMetrics speed test?

Speed is everything when it comes to search and user experience. Slow sites are a bad thing. Prospects won't hang around and you won't rank highly. There's 100's of factors which contribute to site speed. Start by running a speed test and figure it out from there.

95. Do you use a caching plugin?

Is your site as fast as it could possibly be? Does your host offer caching? You'll need to actively take advantage of it. If it doesn't – consider using a content delivery network, such as Cloudflare.

96. Image compression

One of the key page load considerations is image load time. Are your images compressed correctly? Are they in the right format – PNG / GIF / JPG? It's common to see images of 200KB, which should be 20KB. Don't make that mistake. Ensure they are saved in the right format / quality or use tools to compress on upload.

97. Is your site cross-browser compatible?

When was the last time you Chrome / Edge / Firefox / Safari / device tested your site? Today, there's few issues with basic page renders. If you've any advanced functionality – it's well worth doing regular testing – particularly around seemingly random caching issues.
Any simple MSP website should run perfectly on all browsers – no excuses. Prospects will use all kinds of devices and browsers to find you – make sure you look good on all of them.

98. Have you experimented with Chat box functionality?

Test greeting prospects with a question after a certain period of time and having a real person available during office hours to answer questions. Chat boxes can really help conversions when used correctly. Quite often they aren't manned or ask the wrong question at an 'inappropriate' moment.

99. What streaming platform do you use for video?

If you have video elements within your site – that's great. Do you use YouTube? You might want to rethink the way you host your videos. YouTube displays ads regularly (even if you don't monetise your videos). YouTube will also display other videos at the end of yours. Do they display a competitor's? Raise the bar. Consider using a private streaming platform, such as Vimeo.

100. Are you using web analytics?

You can only improve what you measure. If you don't know what your visitors are viewing, it's hard to know how to develop your site. Use a service such as Fathom (protecting privacy) or the more well known and free Google Analytics. Diarise to review stats each month and to make improvements and changes.

101. How's your 404 page?

Page not found? Make your 404 page stand out – make people smile and get them back on the right track. Track the 404's as part of your monthly stat review and fix those broken links!