

# End of The Year Web Site Checklist

## CHECKLIST ITEM #1: Copyright Notice

The first thing you'll want to change on your web page(s) is the copyright notice. And if you're not using one then it's a perfect time to get that done.

Making the changes is simple enough, but if you have tens or hundreds of pages it can be pretty time consuming to change the notice on each one.

So what can you do?

It's simple. Just follow the steps below.

**Please Note:** These steps apply to using the Macromedia Dreamweaver HTML editor, but the same actions will apply to MOST other HTML editors.

### CHANGING THE COPYRIGHT NOTICE:

**Step #1:** Login to your server via FTP.

**Step #2:** On the server side directory listing, see if your FTP program will let you sort by "file type".

**Step #3:** If you can use the "sort on type" option then check that off and the files should get regrouped automatically.

**Please Note:** If you are not sure whether you can sort on file type in your FTP program then consult the HELP file.

**Helpful Tip:** To select MULTIPLE files just hold down the CTRL key and click one file after another

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to select them all.

**Step #4:** Download all .html or .htm pages to the new folder on your hard drive.

**Step #5:** Open your HTML editor. (In this case it's Dreamweaver)

**Step #6:** Choose FILE then select OPEN and open any one of the .html pages saved in your folder.

**Step #7:** Go to the Menu Bar and choose EDIT then select FIND & REPLACE.

**Step #8:** When the FIND & REPLACE box appears, follow the settings below:

Find In: Folder

Search: Text

Find: © 2016 by

Replace: © 2017 by

Then click the OK button. That automatically updates ALL your .html or .htm pages with the current year. **Did You Know:**

To make the © symbol, all you do is hold down the ALT key on your keyboard then type 0169 and together that creates this: ©

For more step by step web site instructions check out the Design Dashboard!  
<http://www.designdashboard.com>

It contains "exactly what to do and how to do it" instructions on creating your web site from start to finish!

## CHECKLIST ITEM #2: Your Opt-In Forms

**I can't stress this enough:**

If you have opt-in forms on your web site, you really need to check them at least every 30 days.

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To test your forms just open your browser and go to your web page with the opt-in form on it.

Enter your name if requested. Then enter a brand NEW email address.

The reason you need a new email address is because most autoresponders don't allow the same email address to be RE-subscribed to a list.

So get another email address at hotmail.com or yahoo.com, for example. Then enter that email address and click the SEND button.

If your autoresponder is working right, you should see the first email arrive in your mailbox in just a few minutes.

If you don't see the email within a few minutes then look in the JUNK MAIL folder.

Do you see the email at all? If not, something may be wrong with your form.

So wait a few more minutes and if nothing arrives AND there is no email in the junkbox then something may be wrong with your form.

If the email lands in the JUNK BOX for you then the same thing will probably happen for your customers.

To lower the chance of your mail being deemed as "junk" you'll want to login to your autoresponder and view the SPAM RATING on your email sequence.

Your autoresponder should show you the rating using a series of numbers.

For example: 0.1 is low. 5.0 is high.

The higher the number, the more chance your email will be deemed as spam.

If you use a popular autoresponder then you'll be able to edit the text of the email to reduce the spam

ratings.

Keywords that are causing the rating to be too high should be displayed in yellow highlighting with an explanation of why it's not accepted.

Some of the explanations will seem ridiculous, such as:

If you say "Click here"

The system will say "Asks you to click"

And it boosts the spam rating number because you're asking someone to click from the email to your web site. Crazy, isn't it?

So go through your messages and when you've got the spam score lowered enough, go back to your opt-in forms and repeat the process until your email stops landing in the junk box.

```
., - - - - - .,
' If you're not using an opt-in form on your
' website then why not add one now?
',
' The Design Dashboard walks you through the
' process step by step from creating fly-in ads to
' adding the code to your web pages.
' http://www.designdashboard.com
```

## **CHECKLIST ITEM #3: Missing Images**

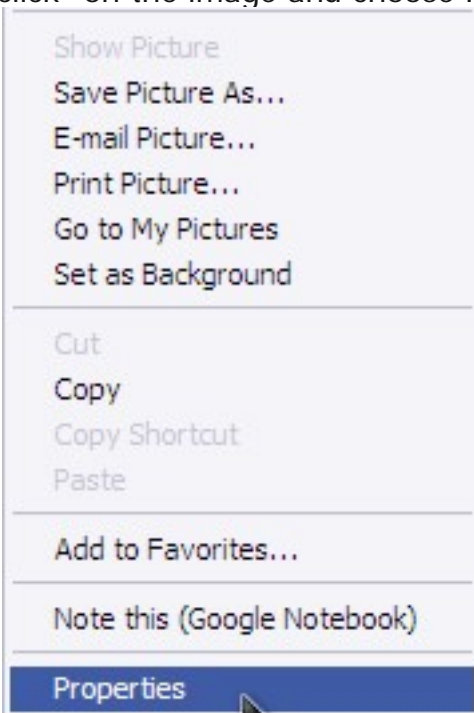
Does your web page have missing images or images that are not sized correctly? To be sure you're going to need to take a look at each page and make sure all the images are there.

If you've got missing images then in place of the graphic, you're going to see a placeholder image with a little red "X" showing, like this:

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The easiest way to fix the problem is to “right click” on the image and choose PROPERTIES:



More than likely if you get the red X error, the image is not on your server so what you can do to check that is to go further down the PROPERTIES window and look for the ADDRESS section.

When you view the address section, it'll show you the actual file name of the missing image.

What you do then is check your server to make sure THAT file is located there.

Then make sure you aren't linking to an incorrectly spelled filename from your web page.

If you don't see the file on your server then check

your hard drive for that image name.

Once you've located the image just upload it to your server then check the page again.

This time you shouldn't see the broken image placeholder graphic with the little red X.

You should see your image.

Repeat these steps for all broken images.

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**If your web site images are starting to look old or outdated, why not create some new ones?**

The Design Dashboard shows you step by step, exactly how to create new graphic headers for your page, ebook covers, page graphics, really slick looking sidebar images, handwritten notes and much more!

Plus it includes lots of pre-made graphics and tons of other goodies you get instant access to.

<http://www.designdashboard.com> .....

## CHECKLIST ITEM #4: Test Order Forms

It's a good idea to test your order forms at least once every week, just to make sure nothing has gone wrong with the links.

It's simple for a link to break, especially if your pages get updated and the HTML code that makes your order forms work is accidentally changed during the last page update.

When you test your order forms, do NOT stop at the point of having to enter your own credit card information to order your product.

Most of the time people check their forms up to that point, then stop. But what if the process breaks down AFTER that point?

For example, it's simple to have a broken link on

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your web site.

What if you're taking orders for a digital product using PayPal and the broken link IS the page your customers are directed to AFTER they buy?

A zillion things can go wrong with stuff like this so you need to test your order forms frequently.

## What if you can't order using your own card?

If it's against the terms of your merchant provider or 3rd party system to order using your own card then you need to ask if they have a TEST credit card number that you can use.

If you use PayPal you can't use your own PayPal account to order your own product so you need a friend to do this for you.

When your friend orders the product, simply login and click the REFUND link in PayPal after the order is finished.

That refunds the initial amount back to them, INCLUDING any fees you incurred as a result.

Please Note: If you have a HIGH refund rate in PayPal then tell your friend you'll use the SEND MONEY link to send the payment back to them after they're done.

That keeps you from having yet another "refund" attributed to your account.

If you're just starting to create your web site and haven't yet set up your order forms then check out what the Design Dashboard can help you with!

Step by step instructions, screen captures and quick helpful videos walk you through EVERYTHING you need to do to get your site up,

running and making sales!

## CHECKLIST ITEM #5: Missing Content

Does your web site have an "Income Disclaimer" page or at least a disclaimer written on your web page anywhere you cite dollar amounts?

For example, if one of your customers sends you a testimonial that says "I earned XXXXX amount using your system", you've got to put a disclaimer that says "Results may not be indicative of average performance" or something similar to that.

If you show screen captures of your earnings, make SURE you put a proper disclaimer on your page that tells your customers although you were able to earn that specific amount, that you are not implying they'll be able to do the same.

However you go about it, whether using cut and dry legal disclaimers or writing your own, make sure you've got one of these on your web site.

What I do is include a written statement next to any case studies or screen caps that show earnings, then also include a link to my "Legal Stuff" page.

Are you using the only "point 'n click" system that turns making writing web pages, landing pages, affiliate pre-sell pages and sales pages a total no-brainer?

<http://www.pushbuttonletters.com>

## CHECKLIST ITEM #6: Server Speed

Have you tested the speed of your server lately?

If not, follow these steps to do it now. It only

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takes a few minutes and it's a good idea to test server speeds at least once a month.

## Using Pingdom to test the speed.

### Step 1: Pingdom:

Type this URL into your browser window:

<https://tools.pingdom.com/>

Go to the site and in the Pingdom test box, enter your URL.

**Step 2:** Then click the "GO" button to start the test.

In the example I am testing the amazingformula.com site. It's always had pretty good ratings for speed over the years and again in this test it ranks #1 in the list.

### Step 3: Evaluating the results

The results are broken into 2 sections. The first section is the information returned on the domain from it being "pinged".

It shows the time in milliseconds that it took to send 32 bytes of data to the server, and back.

It sent and received 6 packets with 0 packet loss. It took an average of 8 ms to do the ping and that's actually really good. I've seen results with the pinging taking more than 100 ms.

In the second section it lists the domain and compares it against 24 other hosts.

If your site is listed too far down, consider calling your host and asking them to test the speed and see if something is wrong.