

# Your Best Employee: Your Website

## Performance Review How-To Guide

1. Open a private browsing session.
  - a. In Chrome, this is an “incognito window.”
  - b. In Firefox, it is called a “Private Window.”
  - c. In Microsoft Edge, it’s called an “InPrivate” window.
2. Visit EVERY page on your website.
3. Complete every form.
4. Check that you’re getting expected confirmation emails and on-page confirmation messages.
5. Check that the data is being sent where you expect (e.g. are you using an email marketing platform like MailChimp, ConvertKit, MailerLite, or Marketo?). Are you expecting data to be shared with Salesforce or some other 3rd-party software system?
6. Test every link.
7. Is your website “secure?” Do this all from your customer’s perspective.
8. Check to see that your website backup, uptime, and analytics tools are integrated and operating correctly. Make sure that any required licenses are in place for these tools.
9. Note anything that’s working well.
10. Note things that could be working better.
11. Note things that the website is not doing but you want it to.
12. Schedule your next review for six months from now.