

WEBSITE OUTAGE CHECKLIST

Mobile Responsive

According to Google, over 80% of online searches start on a mobile device.

- How does your website look on a mobile device?
- Do you have to pinch and zoom to navigate?
- Do links go off to FLASH only online banking or apps?
- Are your online loans apps mobile friendly?

Made to Engage?

There are 3 main visitors who will come to your site. Who are they? Does your site meet their needs?

Current Member, Quick Access:

Top uses are Online Banking, quick info search such as lost card or routing number.

Current Member, Needs more services:

Searching for additional services such as loan apps and special campaign details. Are loan apps available online? Are they locked behind online banking? Are they PDF forms only?

Potential Member:

Can they find membership requirements and initiate the “become a member” process online? Is there a call to action that’s easy to follow?

Clear Direction

Does your website answer the WHY?

- What is your “Why Bank with us” statement?

Are there clear calls to action?

- Does every promo have a very clear next step? Does it answer the Who, what, when, where, why a person might ask?
- Put yourself in the reader's shoes. They need directions clearly spelled out.

Next Steps: If you’ve discovered outages, tackle them one at a time with the member point of view in mind.