

Site Readiness Check for the SBI! WSRB Program

To get a Webmaster's "vote" of confidence, your site must provide some benefit to his/her audience. Directories, too, are only interested in adding Web sites of substance and value.

Because the quality of your site is so important to get that "vote" of confidence, it is essential to do a quick readiness check to determine if your site is ready, at this point, for the SBI! Web Site Reputation Builder program.

Content

- A Web site's reputation is based on the depth of information and value that it provides to its visitors. Does your site have at least **25 pages** of high quality relevant content?
- Does the site have any "**Under Construction**" notices, **dead links**, or **unfinished pages**?
- **Does the site display an easy to find "Privacy Policy"?** A privacy policy adds trust, which is why we advise you to add one to your site. Here's a sample text that you can use as a reference for creating your own privacy policy (adjusting it to your situation, of course): <http://sbitips.sitesell.com/privacy-policy.txt>
- Does the site have easily accessible contact information?

Presentation

- **Is the site easy to navigate**, with Tier 2 pages that sub-divide well and naturally lead to several Tier 3 pages that are sub-topics of each Tier 2? Site structure (i.e., natural sub-categorization/flow/linking to numerous TIER 3s) is most important. Your visitors must feel that you have sliced and diced your site in a logical, easy-to-understand manner.
- Is the site's content **easy to read and scan through**?
- Does the site **support multiple browsers** (Internet Explorer, Firefox, Safari)?
- **Is the site fast-loading?** According to WebSiteOptimization.com, the total page size (for any page on your site) should be **less than 100K**. This means your site should display content in under 15 seconds at 56.6K modem connection. This is the average amount of time that users are willing to wait for a page to display. (You can analyze the homepage of your site with [Web Page Analyzer](#) to determine the download speed.)