FSC Website Presentation

Website audit, setup, security, maintenance & QR codes

Marvin Smith • Sept. 19, 2026

Website Audit

Start by identifying what needs attention.

Broken links

Find pages or links that no longer work.

Orphan pages

Identify pages that are not linked from the main site.

Duplicate content

Look for repeated or competing content.

Technical performance

Assess speed and technical performance.

SEO analysis

Review search-engine optimization and discoverability.

Free Website Audit Tools

Search for “how to review my website for free”

ChatGPT — ask it to run an audit on the website

DebugBear — debugbear.com/tools

IONOS Website Checker — ionos.com/tools/website-checker

Ryte Website Checker — en.ryte.com/website-checker

BuiltWith — builtwith.com

BDC Free Website Evaluation

WM Tips website information tools

Website Creation Checklist

For this discussion, assume static, non-sensitive website content.

Hosting Provider

Stores the website files online.

Domain Registrar

Registers and maintains the website name.

CMS / Website Builder

Software used to create and update content.

Security

Includes SSL and other protections.

Webmaster

Person responsible for site content and functionality.

Backup

Protects content and settings.

Web Design Service

Optional paid help to design or manage the site.

Hosting Provider

The company that stores your website files online.

Website storage

Space for pages, images, documents and other files.

Email accounts

May be included with the hosting plan.

Website-building tools

Some hosts bundle site-building software.

Backups

May include automated backup services.

Security & patching

Can help keep the website platform protected.

Technical support

Support may be included depending on the plan.

Domain Registrar

Your domain is the website's address on the Internet.

A registrar registers and maintains ownership of your domain name.

Keep the subscription active so the name remains reserved to you.

Example: https://sunshinestate.org

Check availability, ownership/control, expiration date, automatic renewal, and who has account access.

CMS / Website Builder

Think of it as the editor used to maintain your website.

Create pages

Add or organize new pages.

Update text

Change information as needed.

Add documents

Publish downloadable resources.

Add pictures

Place and update images.

Manage content

Maintain site information without rebuilding the site.

Often bundled

A CMS may be included with a hosting plan.

Webmaster

The person with access to maintain website content and functionality.

Sets up and maintains site content.

Makes enhancements and routine updates.

Depending on authority, may manage content, site settings, or both.

Avoid relying on only one person who understands the website or vendor relationship.

SSL & HTTPS

Security for the connection between a visitor and the website.

SSL certificate

Helps secure information traveling between the website and visitors.

HTTPS

HyperText Transfer Protocol Secure encrypts communication between browser and web server.

Look for https://

A secure website normally displays https:// instead of http://.

Often included

Many hosting companies include SSL certificates with hosting plans.

Backups & Web Design Services

Daily backup

Protect website content and settings from unwanted changes or major failures.

Restore capability

If a change goes wrong, a good backup service can restore a known-good version.

Web design service

Paid help to set up the site or manage its content.

Bundling

Bundling related services can simplify ongoing website management.

Website Management Concerns

Know the responsibilities, costs, and continuity plan.

Understand what the vendor contract says about responsibility for your website and data.

Ask about guaranteed website uptime.

Decide who is responsible for keeping content current.

Do not choose a company based only on the introductory price.

Make sure more than one person understands the site content and vendor relationship.

What to Do First

Plan the site before selecting features or building pages.

1. Decide

What information do you want to display?

2. Define interaction

How will the public or your members use the site?

3. Map the site

Decide what the site will look like and where content will be displayed.

Common Website Features

Calendar of Events

Publish upcoming meetings, programs, and activities.

About Us

Explain the organization, mission, or purpose.

Contact Information

Give visitors a clear way to reach the organization.

A website is a collection of pages and information that people can access through the Internet.

Creating a QR Code in Google Chrome

1. Go to the website.
2. Click the three-dot menu.
3. Hover over “Cast, Save and Share.”
4. Choose “Create QR code.”
5. Copy or download the QR code image.
6. Paste it into Microsoft Word and resize it as needed.

Key Takeaways

Audit first • Plan the infrastructure • Protect access and data • Keep ownership and responsibilities clear • Back up the site