

Seasonal Website Tune-Up Checklist

Date: _____

Use this quick audit checklist once a month — or whenever you enter a new crop season, launch a promotion, or shift your pickup schedule. Here's the big question:

If someone discovered my farm TODAY... would my website help them take the next step?

1. HOMEPAGE RELEVANCE

Does my homepage reflect what's happening RIGHT NOW on the farm?

- My homepage features products or promotions that are currently in season
- My homepage images match the current season
- Old promotions have been removed
- Seasonal messaging feels current and timely

Notes:

2. HERO SECTION CHECK

Does my homepage quickly explain:

- what I sell?
- where I'm located?
- and how to work with me?
- My homepage headline is clear and specific
- A customer can immediately tell what kind of farm/business I run
- My location or service area is easy to find
- My main call-to-action button is obvious

Notes:

3. CURRENT PROMOTION CHECK

What is the ONE thing I most want people to notice right now?

Examples:

- CSA signup
- Strawberry U-pick
- Tomato preorders
- Asparagus season
- Flower subscriptions
- Holiday boxes
- Meat bundles
- My current promotion is prominently featured
- Customers do not have to hunt for the next step
- The call-to-action matches the current season
- My buttons and links are working properly

Current Featured Promotion:

Notes:

4. HOURS & PICKUP INFORMATION

Is my operational information accurate and easy to find?

- Farm/store hours are current
- Pickup locations are accurate
- Farmers market schedules are updated
- Seasonal changes are reflected online
- Contact information is easy to locate
- Customers can easily understand how to buy from me

Notes:

5. EMAIL LIST & LEAD CAPTURE

Am I giving new visitors a reason to stay connected?

- My email signup form is visible
- My opt-in language is seasonally relevant
- I explain WHY people should join my email list
- I offer updates, availability alerts, or seasonal news
- My signup form works properly

Seasonal Opt-In Idea:

6. SOCIAL PROOF & TRUST

Does my website build trust quickly?

- Testimonials are visible
- Customer reviews are featured
- Media mentions are included
- “Featured in” logos are current
- My website shows real people/customers
- I have a picture of the farmer/team somewhere on the homepage

Notes:

7. MOBILE EXPERIENCE CHECK

Open your website on your PHONE.

Most customers are discovering your farm on mobile.

- My homepage looks good on mobile
- Buttons are easy to click
- Text is readable
- Important information appears near the top
- Pages load quickly
- I can easily navigate my own website from my phone

Notes:

8. THE “NEW CUSTOMER” TEST

Pretend you’ve NEVER seen your farm before.

Ask yourself:

- Would a stranger know what I sell?
- Would they know where I’m located?
- Would they understand how to buy from me?
- Would they understand what’s happening RIGHT NOW?
- Would they know the next step?

Biggest Friction Point I Noticed:
