

NEWS ANNOUNCEMENT

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POP Interactive's Annual Website Maintenance Checklist Provides 12 Invaluable Reminders

POP's year-end checklist helps website managers ensure that their website is operating at peak performance and that important maintenance tasks have not been overlooked throughout the year.

San Francisco, CA (PRWEB via PR Web Direct) – As an important year-end reminder, POP Interactive has released their Annual Website Maintenance Checklist. The checklist is designed to help website and marketing managers address potentially costly issues and to ensure that their website is error-free.

Anyone responsible for managing a website knows it can be difficult to keep up with the demands of maintaining a website and easy to neglect some of the most basic tasks, which over time can undermine the effectiveness and credibility of a website.

POP's comprehensive checklist includes tips on how to:

1. Check Your Domain Name Record
2. Review Your Website Email Addresses
3. Update Your Confirmation and Automated Messages
4. Test Your Forms and Check Your Error Messages
5. Check Your Password Protected Areas
6. Check Your Website's Search Feature
7. Check Your File Sizes and Download Times
8. Review Your Stylesheets, Standards, Accessibility and Compatibility
9. Validate Your Links
10. Update Your Time References and Copyright Notice
11. Review Your Privacy Policy
12. Check Your Search Engine Visibility

In addition, the checklist includes links to valuable resources for many of these often overlooked maintenance issues and offers advice on conducting an all-encompassing website review at the start of the new year. The complete checklist is available at: <http://www.popinteractive.com/webinsights/20041203.asp>

POP Interactive initially created the checklist in 2002 for their clients, who found it to be an invaluable tool. "Because it was so well received, we started publishing the checklist annually," said Deborah Christie, Partner and Director of Web Development Services.

POP reviews and revises the checklist each year to ensure that it covers the top maintenance needs and issues faced by most website managers.

About POP Interactive

POP Interactive, Inc., a leading San Francisco web design firm, specializes in the design, development, maintenance and marketing of B2B and E-commerce websites. Clients include Management Recruiters International, Laurent-Perrier, SBC Park, HOYA CORPORATION USA and Orrick, Herrington & Sutcliffe LLP. For more information, visit www.popinteractive.com or call 415-439-5900.

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