



Website Compliance Checklist

This Website Compliance Checklist will help you to identify how close you might be to losing your website and how exposed to possible legal action your business is online. Simply answer the questions and score your answers to see how you rate.

Your website:

Your name:

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1. Do you know who the registrant for your domain name is? Yes No Not sure
2. Is your domain name renewal set to automatic with current payment details? Yes No Not sure
3. Do you know where your website content is hosted? Yes No Not sure
4. Do you know who the administrator is for each of your hosting accounts? Yes No Not sure
5. Is your website content regularly backed up? Yes No Not sure

Give yourself 5 points for each 'Yes' answer to Questions 1-5.

Score

6. Do you have terms of use on your website including a country of applicable law? Yes No

Check your website's footer to see if there's a link to your terms of use.
Applicable law can also be referred to as governing law.

Scoring: No terms of use 0 points
Terms of use you haven't read 3 points
Template terms from a trusted source 4 points
Terms written for your business + 12mnth review 10 points

Score

7. Do you have a privacy policy on your website? Yes No

You will normally find a link to your privacy policy in your website footer.

Scoring: Privacy policy page exists, no content 1 point (for thinking about this too)
Privacy policy copied and pasted 2 points
Privacy policy written for your business 5 points
Privacy policy and procedure in place 10 points

Score

8. Do you have a disclaimer anywhere on your website? Yes No

Not every business needs disclaimers. High risk industries are health and finance.

Scoring: What's a disclaimer? 0 points
You've asked and been advised you don't need one 3 points
Disclaimer written for your business 5 points

Score

9. Do you manage contributions to all your online business accounts? Yes No

This includes the ability for people to post comments on your Social Media pages.

Scoring: It's all too hard / We've thought about it... 1 points
We have an internal social media policy 3 points
We've published rules for contributors 5 points
Rules + staff monitor and manage contributions 10 points

Score

10. Do you know where all the written content on your website has come from? Yes No
11. Do you know where all the images and videos on your website have come from? Yes No
12. Can you prove ownership or the right to use all of your website content? Yes No
13. Have you checked to make sure you are not pinching the trademarks or IP of others? Yes No
14. Do you have trademark or other IP protection for your primary products/services? Yes No
15. Is your website mobile friendly and accessible? Yes No
16. Are your business name, ABN and address on your website? Yes No

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17. Do all your marketing emails include an 'UNSUBSCRIBE' feature? Yes No
18. Have all the people on your email marketing list 'opted-in' to receive your promotions? Yes No
19. Are all the testimonials on your website from real people? Yes No

Give yourself 2 points for each 'Yes' answer to the ten Questions 10-19. Score

If you are offering products (things that need to be downloaded or sent in the mail) -

20. Are product descriptions and colours accurate and consistent with the product delivered? Yes No
21. Are all your products available for immediate delivery, or timely delivery? Yes No
22. Does your website make it clear who is responsible for repairs or warranty claims? Yes No
23. Does your website have a secure payments facility? Yes No
24. Do you have a refunds and returns policy? Yes No

Give yourself 2 points for each 'Yes' answer to Questions 20-24. Score

If you are offering services (advice, strategies, coaching, mentoring) -

25. Do you have an easy to read Service Contract for your clients? Yes No
26. Can you keep all the promises you make on your website? Yes No
27. Does your website make it clear what you do and do not offer? Yes No
28. Do you have a dispute resolution policy and process? Yes No
29. Is the information on your website consistent with any regulations that apply? Yes No

Give yourself 2 points for each 'Yes' answer to Questions 25-29. Score




Now add up your score. How many points did you get? Total Score

- More than 80? Well done.
- 40-80? You're like most people. There are many things you can do to protect your business better.
- Less than 40? Your business is exposed to considerable risk online.

Hopefully, you're right on track. On the other hand, if it looks like your online business would benefit from a quick strategic review, we're happy to help! How did you go? And what will you do about it?



Contact us

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