



## A 10-POINT WEBSITE SCALABILITY CHECKLIST

For Political Candidates

**Is your website ready to grow with you?**

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### **Can you update your site without calling a developer every time?**

Your site should let you make basic updates without writing code or hiring someone.

Examples:

- Want to change the date of an event? You can log in and edit it yourself.
- Adding a new campaign photo or updating your bio takes just a few clicks.

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### **Can you easily add pages or sections as your campaign grows?**

Whether you're launching your campaign, announcing a tour, or adding a new photo your website should be ready to grow with you without needing a full redesign.

Examples:

- You start a blog so you can get more of your messaging online.
- Your campaign receives press coverage, so you add a "Media" section.

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### **Are design components reusable so your layout stays consistent as you scale?**

Reusable blocks and modules keep things looking polished. You shouldn't have to redesign a contact form or donation section every time you add something new.

Examples:

- You reuse the same "Volunteer with Us" section on multiple campaign pages.
- A consistent "Join the Team" block appears across your site pages so you can gather email addresses.

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### **Does your site load fast—especially on mobile devices?**

Speed affects SEO, user experience, and bounce rate. A scalable site should be optimized for quick load times, especially for users on slower connections.

Examples:

- Your homepage loads in under three seconds on a smartphone.
- Your images are compressed and lazy-loaded, so pages load quickly.

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### **Can your site collect leads or email signups automatically?**

Your site should make it easy to gather email addresses and follow up automatically.

Examples:

- A downloadable phone wallpaper with your logo on it collects email addresses before sending the image.
- A popup asks visitors to "Join the Team" and enter their email for updates.

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### **Is your site mobile-responsive and easy to navigate on any device?**

More than half of your traffic likely comes from phones or tablets. A scalable site should adapt automatically to screen size and input type.

Examples:

- Your text doesn't shrink too small to read on a phone.
- Buttons are easy to tap, and menus are clean and accessible on mobile.



### **Does your site integrate with tools you already use or that you may use later?**

Your website should be able to connect to email services, CRMs, donation platforms, or campaign tools as your needs evolve.

Examples:

- You connect Mailchimp to automatically grow your newsletter list.
- You integrate with NationBuilder or NGP VAN to track voter engagement.



### **Is it SEO-friendly so search engines can help people find you?**

Scalable websites are built with SEO in mind from the beginning. They have clear page structures, descriptive titles, readable URLs, and meta data.

Examples:

- A page title like “Affordable Website Design for Candidates” includes keywords people search.
- Each blog post has proper headings and a focus keyword.



### **Does your site reflect your brand—and will it continue to as you grow?**

Your website is an extension of your voice. As you expand, run for a higher office, or champion key legislation, your message should stay clear and consistent.

Examples:

- You maintain your campaign colors and logo even when you add a new page or event.
- You start with a simple introductory site as a new candidate but scale it as an incumbent to showcase your hard work for your constituents *while keeping your tone and style*.



### **Is your website built on a reliable platform that supports growth?**

Scalable websites are built on platforms that are flexible, secure, and widely supported. You don't want to be stuck with something that can't grow with you.

Examples:

- You're using WordPress (not Wix or Squarespace), so you can switch hosts, add plugins, and grow over time.
- Your theme supports expansion and doesn't require you to rebuild from scratch when you want a fresh look.



## **Scoring Guide:**

**9–10:** *Your site is future-ready.* 📧 Want a second opinion? [Book a free consult.](#)

**6–8:** *Some smart upgrades can unlock growth.* You've got a good foundation, but a few targeted upgrades could help you grow faster.

💬 Want help figuring out your next steps? [Schedule a free consult.](#)

**0–5:** *You are due for a scalable website redesign.* Don't worry—you're not alone. Many candidates start with a basic site that can't scale. Let's talk about a smarter site that's built for your future. 📱 [Book a free strategy call](#)