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VIDEOGRAPHER & FILMMAKER IN CORFU, GREECE



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Website Checklist for Corfu Businesses

44 practical checks for hotels, villas, restaurants and local services

STORY — LIGHT — SEA

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This website checklist for Corfu businesses fits on a few pages and takes about an hour to go through with your site open on a phone. Every point is one practical check, written for hotels, villas, restaurants, wedding professionals and anyone else who sells to visitors and locals on the island.

Tick what is already done, circle what is not, and start with the groups where you have the most gaps. You don't need a developer for most of the checks; you will need one for some of the fixes.

Speed and mobile

- [ ] The homepage opens quickly on a phone with mobile data, not only on your office Wi-Fi
- [ ] Google PageSpeed Insights shows good Core Web Vitals for the mobile version
- [ ] Images are resized for the web and saved in a modern format such as WebP or AVIF
- [ ] Background videos are short, muted, compressed and have a still image while they load
- [ ] Text is readable without zooming and buttons are big enough to tap with a thumb
- [ ] Your phone number is a tap-to-call link

Two languages done right

- [ ] Each language has its own address (for example /el/ for Greek), not an automatic translate button
- [ ] hreflang tags connect every page to its translation in both directions, plus an x-default
- [ ] Translations were written or checked by a person who speaks the language well
- [ ] Page titles, descriptions, image alt text and menus are translated, not only the body text
- [ ] The language switcher leads to the same page in the other language, not to the homepage

Local SEO and Google Business Profile

- [ ] Your Google Business Profile is claimed, verified and in the right main category

- [ ] Name, address and phone number are written exactly the same on the site, the profile and directories
- [ ] Opening hours are up to date, including seasonal hours and the winter closing, if you have one
- [ ] Each main service, room type or menu has its own page with the area in the title, such as "villa in Kassiopi"
- [ ] Structured data (schema) describes your business type, address, hours and services
- [ ] You ask happy customers for Google reviews and reply to every review, good or bad
- [ ] The contact page has a map and simple directions with a landmark people know

Photos and video

- [ ] The photos show your real place, food and people, not stock images
- [ ] Photos are recent and match what guests will find on arrival
- [ ] Image files have descriptive names and alt text (pool-terrace-sunset.jpg, not IMG_4021.jpg)
- [ ] A short video shows the atmosphere: the light, the sound of the sea, the room filling up
- [ ] Videos make sense without sound or have subtitles, because most people watch muted on a phone

Booking and contact

- [ ] The main action (Book, Enquire or Call) is visible on every page without scrolling
- [ ] The booking engine works on a phone; make a test booking at least once a month in season
- [ ] The contact form asks only for what you need and arrives in an inbox someone checks every day
- [ ] Enquiries get an automatic reply saying they arrived and when you will answer
- [ ] Your email address uses your own domain, not a free webmail address

Cookies and GDPR

- [ ] Analytics and advertising cookies load only after the visitor agrees
- [ ] "Reject all" is as easy to find and click as "Accept all", on the same first screen
- [ ] Visitors can change their cookie choice later, from a link in the footer
- [ ] The privacy policy is in both languages and says who you are, what you collect, why, for how long and who you share it with
- [ ] Every form links to the privacy policy, and newsletter sign-up is a separate, unticked box
- [ ] Embedded YouTube videos and maps load only after consent, or use a privacy-friendly mode

Security and hosting

- [ ] The whole site runs on HTTPS and the certificate renews automatically
- [ ] The CMS, theme and plugins are updated, and unused plugins are deleted
- [ ] Backups run automatically, are stored away from the server and have been restored at least once as a test
- [ ] Admin, hosting and domain accounts use strong, unique passwords and two-step login
- [ ] The domain is registered in the business's name, renews automatically, and you know who holds the logins
- [ ] Forms have spam protection that doesn't make real visitors solve puzzles

Measuring

- [ ] Google Search Console is set up for the site and the sitemap has been submitted
- [ ] Bookings, form sends and phone taps are counted as goals, not just page views
- [ ] You check the calls, direction requests and searches in your Google Business Profile performance report
- [ ] Before each season you review prices, photos, menus, opening hours and dates on every page



TIP

Cookie and data protection rules are a legal matter. This checklist covers good practice, not legal advice, so check the details with your adviser or the Hellenic Data Protection Authority.

Your score

Points ticked, out of 44 _____

The three fixes we will make first _____

Who will do them, and by when _____

Want a second opinion?

If you would like someone to go through this list with you, or to build a site that ticks it from the start, I am happy to have a look at yours. Message me on WhatsApp (link on the website), email info@mirjanfilms.com or visit mirjanfilms.com. I'll reply as soon as I can.



Planning something in Corfu?

Send me your date, your idea or your brief. I reply within 24 hours.

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