

Website Audit

Business Name: _____

Date of Audit: _____

Website: _____

Overall Score: ____ / 100%

Star Rating: ★☆☆☆☆

Design: ____ / 100%

Do your pages have a consistent template format for navigation, headers, typography, hyperlinks?
Is your critical content easy to find?
Do you have white space in your design?
Do you include CTA's?
Does the design align with your company brand?
Is there continuity between text and images?
Does the imagery tell the story you'd like to do?

Content: ____ / 100%

Does your homepage have at least 1 paragraph?
Do your landing pages have a few paragraphs?
Do you use creative headlines for blog posts?

Usability: ____ / 100%

Is your site responsive?
Do you have a mobile site?
How easy is it to do the top 3 things people come to your site for?
Is your website easy to navigate?
How long does it take to load you site?

SEO: ____ / 100%

Do you have title tags?
Description tags?
Alt tags?
Interior page title tags?
Keywords?
Hyphens on image names?
Outbound and Inbound links?
Social media accounts linked?