

# YOUR ESSENTIAL WEBSITE AUDIT CHECKLIST

This checklist is designed to help you evaluate the effectiveness of your website. It focuses on key elements that contribute to a user-friendly and engaging website experience. By using this checklist, you can identify gaps in your current website and understand where improvements are needed.

Complete the checklist by viewing your website on your desktop. Review each item on the checklist and compare it to your website. Score each item as YES, NO, or UNSURE.

A. DESIGN	YES	NO	UNSURE
<b>01 LOGO VISIBLE</b> Is your logo easily visible and positioned in the header?			
<b>02 MENU BAR</b> Is your menu bar clearly visible and well-organised so visitors can easily find information?			
<b>03 CONSISTENT BRANDING</b> Are the colours, fonts, and branding consistent throughout the website?			
<b>04 AUTHENTIC PHOTOS</b> Are there real, authentic, high quality photos of your business, services and/or team?			
<b>05 MOBILE FRIENDLINESS</b> Is your design responsive and mobile-friendly?			

B. YOUR HOMEPAGE	YES	NO	UNSURE
<b>06 ENGAGING HEADLINE</b> Does your opening headline clearly state what your business does and where you are located?			
<b>07 CORE SERVICES</b> Are your core services visible on the homepage and linked to their own service pages?			
<b>08 ABOUT SECTION</b> Do you have an about section on the homepage that builds trust and gives a brief overview of your business?			
<b>09 CALL TO ACTION<sup>1</sup></b> Is there a prominent call to action in the header and at least twice in the body of the homepage?			
<b>10 INTERNAL LINKING</b> Are there internal links to other pages on your website to keep users engaged?			

C. PAGES	YES	NO	UNSURE
<b>11 COMPLIANCE PAGES</b> Does your website have an About Us page?			
<b>12 COMPLIANCE PAGES</b> Does your website have a Contact page?			
<b>13 LEGAL COMPLIANCE PAGES</b> Does your website have a Privacy Policy and Terms and Conditions pages?			
<b>14 BLOG SECTION</b> Does your website have a Blog section			

D. CONTENT	YES	NO	UNSURE
<b>15 KEYWORD OPTIMISED HEADINGS</b> Do your headings include relevant keywords and clearly describe what you do?			
<b>16 CONTENT QUALITY</b> Is your content clear, concise, engaging, and appropriate for your audience (no jargon)?			
<b>17 BLOG CONTENT</b> Is your blog updated regularly (at least once per month) with relevant and engaging content?			
<b>18 CONTACT DETAILS</b> Are your contact details visible and easy to find including contact phone number, email and/or address?			

E. EEAT (EXPERIENCE, EXPERTISE, AUTHORITATIVENESS AND TRUST)	YES	NO	UNSURE
<b>19 REVIEWS/TESTIMONIALS</b> Are customer reviews or testimonials displayed on the homepage?			
<b>20 CERTIFICATIONS, AWARDS &amp; AFFILIATIONS</b> Are certifications, awards, or industry affiliations displayed?			
<b>21 SOCIAL MEDIA LINKS</b> Are your social media links visible and working?			
<b>22 VIDEO CONTENT</b> Do you have a video on your site to display your services or team?			

F. TECHNICAL	YES	NO	UNSURE
<b>23 PAGE LOAD SPEED <sup>2</sup></b> Does your website load in under 3 seconds?			
<b>24 SECURITY FEATURES <sup>3</sup></b> Does your site have an SSL certificate?			
<b>25 ANALYTICS INTEGRATION</b> Is your website integrated with Google Analytics or other tracking tools?			

## TOTALS

<b>NUMBER OF NO'S</b>	<input type="text"/>	<b>NUMBER OF UNSURE'S</b>	<input type="text"/>	<b>NUMBER OF YES'</b>	<input type="text"/>
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## SCORES AND RECOMMENDATIONS

<b>FINAL SCORE</b>	<input type="text" value="/25"/>
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**20-25**  
EXCELLENT

Congratulations, your website is almost there! Your website has most key elements. Consider engaging with a professional web design team to fine-tune for optimal performance and take your website to the next level.

**10-19**  
GOOD

Nice work, you're doing better than most but there are still plenty of areas that could be improved to get the most out of your website. Get some professional help so you can get there faster.

**0-9**  
NEEDS IMPROVEMENT

Clearly there is some work to do. Your website is missing several key elements that are essential for a successful online presence. We highly recommend a professional redesign to improve functionality, user experience, and SEO.

<sup>1</sup> A Call to Action (CTA) is a prompt on your website that encourages visitors to take a specific action, such as "Contact Us Today" or "Get a Free Quote." It guides users towards your business goals by making it easy for them to engage with you.

<sup>2</sup> Use tools like Google PageSpeed Insights to test your site's speed.

<sup>3</sup> To check if your website has an SSL certificate, look at the URL in your browser's address bar; it should start with "https://" and display a padlock icon. If it shows "Not Secure" or starts with "http://", your site lacks SSL.