FREE CHECKLIST

Website Audit Checklist

Grade your own website the way we would — five areas to check so you can spot what's costing you jobs and fix it before your next customer lands on your page.

1 Obvious Errors

- [ ] **Broken Links**
  Ensure all links on the website are working correctly.
- [ ] **404 Errors**
  Check for any pages that return a 404 error.
- [ ] **Spelling & Grammar**
  Proofread all text so there are no spelling or grammatical errors.
- [ ] **Images Not Loading**
  Verify that all images load correctly and display as intended.
- [ ] **Responsive Design**
  Ensure the site looks and works well on mobile, tablet, and desktop.

2 First Impression

- [ ] **Loading Speed**
  Test how quickly the site loads using Google's PageSpeed Insights.
- [ ] **Visual Appeal**
  Does it look professional and modern, or outdated with poor photos?
- [ ] **Navigation**
  Ensure navigation is clear and easy to use.
- [ ] **Call to Action**
  Check that CTAs are visible and compelling.
- [ ] **Clarity of Purpose**
  Is the site's purpose immediately clear to visitors?

3 Accuracy of Company Information

- [ ] **Contact Information**
  Verify phone, email, and address are accurate and easy to find.
- [ ] **About Us**
  Ensure it reflects the company's mission, values, and history.
- [ ] **Services / Products**
  Ensure all descriptions are accurate and up to date.
- [ ] **Locations / Service Areas**
  Provide the locations and areas the company services.
- [ ] **Social Media Presence**
  Link to social profiles to further engage with customers.

4 Intuitiveness

- [ ] **User Journey**
  Assess how easy it is to navigate through the website.
- [ ] **Menu Structure**
  Check that the menu is logical and intuitive.
- [ ] **Content Accessibility**
  Ensure content is easy to find without needing search.
- [ ] **Form Usability**
  Verify forms (contact, sign-up) are easy to use and functional.
- [ ] **Consistent Layout**
  Ensure the layout is consistent across all pages.

5 Brand Feel

- [ ] **Brand Consistency**
  Verify logos, colors, and fonts are consistent across pages.
- [ ] **Voice & Tone**
  Check the content's voice and tone align with the brand.
- [ ] **Visual Elements**
  Ensure images, video, and graphics support the brand message.
- [ ] **Customer Testimonials**
  Ensure reviews reinforce the brand's credibility.
- [ ] **Trust Signals**
  Display certifications, awards, and secure-payment icons where relevant.