WEBSITE AUDIT

Checklist

Technical | SEO | User Experience | Content

Website Audit | Checklist

TECHNICAL
How is the technology that supports your website performing? This is important because every aspect of your site is dependent on the underlying technology.

Area	Need	Yes/No
SSL Certification	Do you have certification?	
	When does it expire?	
Client Login	Are links working correctly?	
	Is access denied after several failed login attempts?	
Cross-browser testing	Does your site operate consistently between different internet browsers?	
Responsive design	How does your site look on mobile devices?	
Analytics	Does your site provide analytic reporting tools?	
Third-party apps	Are all software plugins working correctly?	
	Does every module transition seamlessly from one page to another?	
Contact Forms	Have you tested your contact form(s) to ensure they function correctly?	
Data Protection	Is your site backing up your data regularly?	
	Do you know how long it takes for your site to be restored?	

SEO
Search engine optimization (SEO) has one goal: increasing the visibility of your website and/or individual pages to users of web search engines. The goal is to optimize your SEO, as these are unpaid (natural, organic) results. This can include engines that provide text search, video search, news search, and more.

Area	Need	Yes/No
Meta descriptions	Does each page have meta descriptions?	
Keywords	Are the keyword-optimized title tags for your site relevant and correct?	
Relevancy indicators	Does your site contain the correct contact info for you (and your staff)?	
Social media	Are the links to your social media profiles (LinkedIn, Twitter, etc.) active and up to date?	
	Is it easy for visitors to share your page content to their social media profiles?	
Content Access	Does your main navigation menu provide clear and direct access to major content pages?	

USER EXPERIENCE
Visitors are the reason you've built your website, are you meeting their needs?

Area	Need	Yes/No
Time	Do your pages load in three seconds or less?	
Navigation	Is it easy for visitors to your navigation menus?	
	Does your site provide 'breadcrumbs'?	
Attention	Do your pages include Call to Actions (CTAs) that prompt the visitor to contact you, share content, or some other action?	
	Do your pages include minimal amount of distractions and easy to read text?	
Videos	Are videos on your site embedded or formatted without auto-play?	

CONTENT
Your content is both your value add for clients and establishes your site a resource. Your content should address the needs of your target market and explain why your practice is the right fit.

Area	Need	Yes/No
Audience	Is your content suitable for your target market?	
	Does your content speak the jargon of your target market?	
Landing & opt-in pages	Do you have landing pages or opt-in pages that captures visitor data?	
Attention	Do your pages have minimal copy and design to make each page less distracting to visitors?	