

Website Audit Worksheet

Website URL: _____

Goal: Identify and improve website pages to generate qualified visitors, leads and customers.

You should do a **website audit once per year** or more than once per year if you're adding or changing a lot of your website each month. You will grade the website on five categories, giving each item in each category a grade of 1 through 5, for a total of 100 possible points.

Take notes on what needs attention within your site. Keep in mind that there is a lot of grey area in web design. This worksheet is for you to have more awareness on items that may need to be resolved. Don't get overwhelmed or down on yourself or others...just have a "can do" attitude and think more about how the issues can be fixed for success!

Criteria	Score	What to Fix/Notes
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Domain and Hosting

Load Time is Optimized: increases user satisfaction and improve ideal performance

Location of Website Host: If you are US based, you should have a website hosted in the US as well.

Website Foundation

Sitemap .xml used: an xml sitemap makes it easier for the search engines to discover the pages on your website.

Google Analytics Installed: this is a powerful tool that can help you to determine where people come from, what they do on your site, and when they leave, all information to help you improve performance of your site.

Criteria	Score	What to Fix/Notes
<p>Blog Feed Available: RSS (Really Simple Syndication) blog feeds are an industry standard for easily delivering content to visitors that is news, or fresh, relevant content.</p>		
<p>Consistent Website Formatting and Layout: Header, content and footer are clear and consistent. Font, navigation and hyperlinks are consistent.</p>		
<p>Correct use of images: Images are relevant to the content. There is enough white space around images and text.</p>		
<p>Color Scheme: The website has a consistent color scheme that matches or compliments the company logo.</p>		
<p>Mobile Responsive: website is viewable on all mobile devices without the use of an app or separate mobile website.</p>		
<p>Page Content Content has no spelling or grammar issues.</p>		
<p>The pages have plenty of white space that draws the eye to specific pieces of valuable content.</p>		
<p>Has several well displayed headlines and images that make the certain pieces of content stand-out.</p>		
<p>Uses bulleted or numbers lists to communicate key pieces of value.</p>		

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Clear and Appropriate Call to Actions: a call to action tells a visitor to take specific action. Any page should have at least two calls to action, one above the fold, with one relevant to the page’s content, and one to subscribe to your blog.

No Automatic Music or Video: use of these annoying practices will lower user satisfaction and decrease conversion.

No Use of Frames or Flash: frames segment out content, and should be avoided. Flash is difficult for search engines to index, and many mobile devices do not support it.

On-Site Optimization

Appropriate Target Keywords: determine the keywords that users might search for to find your website. Write content with these keywords in mind.

Placement of Keywords: The page is optimized around one primary keyword and it’s optimally the first keyword in the page title. The keyword is used in the meta description, and is used four or more times in the content. At least one image is named using the primary keyword.

Social Media

Call to action to follow you on Facebook, Twitter or LinkedIn or a “subscribe to blog” call to action.

Social media icons and a blog icon are above the page’s fold.