

Website Audit Worksheet

<i>Category</i>	<i>Grade</i> A-F	<i>Priority Level</i> High, Medium Low	<i>What to Improve</i>
Marketing			
Strategies and goals are established.			
Plan for measuring success is in place.			
Overall performance is growing.			
Audience has been defined.			
Service level agreement indicates number of leads needed for sales.			
Website Usability			
Site is responsive.			
Page load speed is excellent.			
Site is mobile optimized.			
Navigation is simple.			
Website Effectiveness			
Each page has a purpose.			
Landing pages are built with relevant offers.			
Current marketing strategies are generating enough traffic.			
CTAs are placed on each page.			
Lists are organized in the CRM.			
Email marketing is effectively driving traffic.			

Website Audit Worksheet

continued

<i>Category</i>	<i>Grade</i> A-F	<i>Priority Level</i> High, Medium Low	<i>What to Improve</i>
Website Design			
Pages are consistent in format.			
Content is easy to find.			
Content is easily digestible.			
Design aligns with branding.			
Images and text have continuity.			
Conversion paths are clear to visitors.			
Website Content			
Homepage describes your products and services.			
Landing page content is enticing.			
Headlines are creative and engaging.			
Blog content is educational and informative.			
Site is free of duplicate content.			
Content is free of errors.			
Content is broken up with lists.			
Content includes relevant links.			
Website Security			
Site has a SSL certificate.			
Software is updated, running on its latest version.			

