

Website Audit Checklist

A well-optimized website is essential for credibility, customer engagement, and business growth. Use this checklist to evaluate your website and identify areas for improvement

1. Homepage Essentials

- ✓ Does your homepage clearly communicate your value proposition?
- ✓ Is there a clear Call-to-Action (CTA) prompting visitors to take action?
- ✓ Is your contact information easily accessible?

2. User Experience (UX) & Navigation

- ✓ Can users find what they need within 3 clicks?
- ✓ Is the navigation menu intuitive and easy to use?
- ✓ Are important pages linked and easy to locate?

3. Mobile Responsiveness

- ✓ Does your website look good and function properly on mobile devices?
- ✓ Is the text readable without zooming?
- ✓ Are buttons and links easily clickable on mobile?

4. SEO & Performance

- ✓ Does your website have relevant keywords in titles, meta descriptions, and content?
- ✓ Is your site loading in under 3 seconds? (Use Google PageSpeed Insights)
- ✓ Are images optimized for fast loading?

5. Content & Messaging

- ✓ Is your content clear, engaging, and aligned with your brand?
- ✓ Does your website have updated blog posts or fresh content?
- ✓ Are testimonials or case studies available to build credibility?

6. Security & Technical Health

- ✓ Does your website use HTTPS for security?
- ✓ Are all links functional (no broken links)?
- ✓ Is your website backed up regularly?

✓ **Final Step:** If you checked off most of these items, your website is in great shape! If not, it may be time for a refresh. Need expert guidance? **GuidedVenture can help!** Reach out today for a consultation.