



# WEBSITE AUDIT CHECKLIST

Give yourself 1 point for each checkbox you marked.

## 1. First Impressions

When someone lands on your site, can they immediately tell who you are and what you do?

- My logo is visible and high quality
- My headline clearly explains what I offer
- Identify potential stakeholders
- There's a clear call to action like "Book Now" or "Learn more"
- My site loads in under 3 seconds
- My site looks great on mobile and desktop

## 2. Branding & Design

Your site looks like your brand- intentional and consistent.

- My colors and fonts match my brand
- I use consistent styling across all pages
- Images are high quality and not pixelated.
- I avoid clutter (white space is well used)
- My site feels modern and easy to navigate

## 3. Content & Messaging

The words on your site should speak to your ideal client.

- I have a strong, clear value proposition
- My copy sounds like me and connects with my audience
- I explain my services/products in a simple way
- I have reviews or social proof
- There's no outdated or placeholder content (like "Lorem Ipsum")

## 4. Navigation & User Experience

If people get lost, they'll leave. Your site should guide them smoothly from page to page.

- My menu is easy to find and use
- I have a working contact form or contact info
- All buttons and links work properly
- I have a clear next step on every page
- Visitors can find what they're looking for in 3 clicks or less

## 5. SEO Basics

Let Google help people find you. These are the building blocks of search engines.

- Each page has a unique keyword-friendly title
- I have meta descriptions set up for my pages
- My images have alt text
- I use headings (H1, H2, H3, etc..)
- My site is connected to google analytics & Google Search Console

## 6. Mobile Optimization

Over 60% of web traffic is mobile. Your site must work well on phones and tablets.

- My site is responsive and looks good on all screen sizes.
- Text is easy to read on mobile
- Buttons are tappable and spaced out
- Nothing is cut off or misaligned on mobile
- Load time on mobile is fast

## 7. Legal & Trust Signals

Build trust by covering your legal bases and being transparent.

- I have a privacy policy
- I have terms and conditions (especially for shops/bookings)
- I include business credentials or affiliations (if it applies)
- My copyright date is current
- I use SSL (https:// show a padlock in browser)

Give yourself 1 point for each checkbox you marked. Use the guidelines below to determine where you're at.

**30-35:** Your site is in great shape- just keep it updated.

**20-29:** Your site is on the right track, but you might need a refresh.

**10-19:** You're likely losing customers- let's fix that.

**0-9:** It's time to build something that really works.

### Next steps:

Want help making your website shine? I offer affordable website design and audits for small businesses and creatives.

Reach out now!

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