

# Website Audit Checklist

## Website Audit Checklist

A website is the digital front door to your business, and building an effective website begins by developing a [strong strategy](#). We recommend starting your website update process with a Site Audit, including [competitive research](#) and a deep-dive analysis of your existing website. Complete this worksheet to help identify risks and opportunities on your website.

### Structural Design

Design is an important element for your website. When paired with functionality, the element of design supports your overarching website strategy. Evaluate how your website currently functions and determine if your design is effective.

<b>Page structure</b>	Take a look at your website's visuals, text and sidebars. Are your page templates following <a href="#">best practices</a> ?	Yes	No
<b>Graphics and visuals</b>	Are your graphics and visuals compelling and properly used?  <i>Do the images help your users understand a concept better or drive a certain point home? Or, are your images detracting from the website content?</i>	Yes	No
<b>Technical capabilities</b>	Consider your site's functionality. What is your site's average page <a href="#">loading time</a> ? How well does your site function?	Avg. page load time:	
	Do all of the links on your site work properly?	Yes	No
	Are you able to easily integrate new tools into your site (i.e., plug-ins, CRM, software)?	Yes	No
<b>Security and safety</b>	If security is a concern, does your website follow <a href="#">best practices</a> ?	Yes	No

### Analytics

Discover how users are interacting on your website. Find out more information about who is visiting, how they are accessing the site and what they are viewing. Start with an analysis of your website analytics. If you don't have analytics on your website, click [here](#) to install Google Analytics, a free tool that provides insight towards your audience.

Audience behavior	How are users interacting with your website?	Avg. page depth: Avg. time on site: New vs. Returning Users:	
Traffic sources	How are users finding your website? Break down your <a href="#">traffic sources</a> here.	% Direct: % Referral: % Paid search: % Organic search:	
Page performance	What are your top five pages viewed? Are these the pages that matter most to your <a href="#">business goals</a> ?	1. 2. 3. 4. 5.	
	Look at your sitemap and performance metrics for each page to see how you can further optimize for performance.  <i>Page performance can be evaluated in many different ways. Start with these three indicators: page views, time on page and bounce rate.</i>	Evaluate for each page: Page views: Time on page: Bounce rate:	
User Experience			
While considering the effectiveness of your website, examine the current user experience (UX). This will help you understand if your website is easy to navigate and provides engagement opportunities for users. Keep the current experience in mind as you move forward. The strategy developed as a result of this process should significantly <a href="#">improve the UX</a> and, in turn, <a href="#">improve your website's conversions</a> .			
Site navigation	Are users able to find what they are looking for, and do they know where to access it on the website?  <i>Providing audiences with a logical site structure to navigate improves the overall experience and allows them to find the content and details they need.</i>	Yes	No
Site functionality	Is your website intuitive?  <i>Ask a friend or someone else unfamiliar with the site to find five pieces of critical information for your</i>	Yes	No

	customers/stakeholders. Can they find them with ease?		
	<p>Are there <a href="#">broken links</a> on your site?</p> <p><i>If there are errors on your site currently, fix them as soon as possible. Log-in to your CMS and update them with the new link or find new and relevant content to link. If neither is possible, eliminate the link altogether</i></p>	Yes	No
<b>User support information</b>	<p>Are there opportunities for users to contact you, provide feedback or do you have an FAQ that you update regularly?</p> <p><i>Providing an opportunity to engage is beneficial in three ways – it opens a dialogue between you and the visitor, answers user questions, and informs you about potential holes in your content. If you repeatedly receive the same questions, consider developing a piece of content that answers it! Your visitors will appreciate it.</i></p>	Yes	No
<b>Search Engine Optimization (SEO)</b> Learn how your website is currently performing in search, and understand how to optimize your website for SEO health.			
<b>Keywords</b>	<p>Do you have unique page titles with unique keywords for each page?</p> <p><i>Page titles should have a unique and relevant keyword that describes and indicates to search engines the content on that page.</i></p>	Yes	No
	<p>Do you have keywords in your meta descriptions?</p> <p><i>Your meta description will show up in search engine results as the description for the page's content. The description should contain relevant keywords to</i></p>	Yes	No

	<p><i>indicate what the page is about and get users to visit your page.</i></p>		
	<p>What percentage of your search traffic comes from branded vs. non-branded keywords?</p> <p><i>Branded keywords include your brand or a variation of your brand. Non-branded keywords represent the search queries that are driving new traffic to your website based on your products, services and/or customer needs.</i></p>	<p>% Branded:</p> <p>% Non-branded:</p>	
<b>&lt;H1&gt; tags</b>	Do you include keywords in <a href="#">&lt;H1&gt; tags</a> ?	Yes	No
<b>Domain Authority</b>	<p>Do search engines consider your website a credible source?</p> <p><a href="#">(A score of 30-40 is average).</a></p>	Domain authority score:	
<b>Number of inbound links</b>	<p>How many total links exist to your website?</p> <p><i>The number of inbound links to your website impacts your website's rank in search. Google also factors in the quality of the inbound links and the use of relevant keywords when assessing your website.</i></p>	Number of inbound links:	
	<p>How many root domains link to your site?</p> <p><i>Trusted, high-traffic root domains, or individual websites, that link to your website affect how your domain will rank in search.</i></p>	Number of root domains:	
	<p>According to your Google Analytics, what are the top referring links to your site (the links that drive the most traffic)?</p>	<p>Top referring links:</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> </ol>	

<b>Top keywords driving traffic</b>	According to Google Analytics and/or Google Webmaster Tools, what are the top 5 keywords that bring users to the site through search?	1. 2. 3. 4. 5.	
<b>Keyword rank</b>	For your most important keywords, how high do you rank when a customer searches that term ( <a href="#">also known as SERP Rank</a> )?  <i>You can use a tool like SEMrush or Google Webmaster Tools. You can also search for the keyword and see where you rank in results, but remember that Google personalizes SERPs based on your browsing history.</i>	1. 2. 3. 4. 5.	
<b>Keyword rank vs. competitors</b>	For your most important keywords, where do your competitors <a href="#">rank</a> ?		
<b>Content</b> Analyze existing website content for relevance to target audience(s) and ability to successfully lead the audience(s) to the desired action.			
<b>Relevant to key audience(s)</b>	Is the writing <a href="#">targeted to your website's key audience(s)</a> ?  <i>Targeting content appropriately leads to higher engagement and <a href="#">improved lead generation</a>.</i>	Yes	No
<b>Visuals</b>	Do images fit the theme and topics discussed in the content?	Yes	No
<b>Social</b>	What are the top content pieces on social?	Top content pieces on social: 1. 2. 3. 4. 5.	

<b>Blog</b>	Do you have a blog? How frequently is it updated?	Yes	No
		Frequency:	
<b>Calls to action</b>	How many steps/clicks does it take users to reach the call to action? In most cases, it shouldn't take more than 2 clicks.  <i>Calls to action that follow best practices result in more qualified leads and conversions, helping your company <a href="#">reach its goals</a>.</i>	Number of steps/clicks:	
	Is your call to action prominently displayed?	Yes	No
	Are your calls to action relevant and appropriate?  <i>Ensuring that each call to action is relevant to the content on that page and feels like an appropriate next step to the content on that page will help move potential leads down the funnel and, therefore, result in more conversions.</i>	Yes	No
	How many users have completed your call to action?	Last week: Last month: Last quarter:	

**Did this checklist help you identify risks to your website strategy?**

Get a free 30-minute website consultation with the experts at Standing Partnership. We'll help you understand what these metrics mean for your website and how your website can be doing more for your organization.