The Essential

WEBSITE AUDIT
The Essential Website Audit

Use this audit to help you identify areas of your website that need your attention. This is meant to be used initially to identify the areas to target, and then monthly or quarterly as a check-up.

This download will be in our download area so you may print as many copies as you need.

As always, contact us with any questions or feedback!

EASE OF USE & IMPRESSIONS

☐ Professional Logo
How does your page look?
What’s the first impression? Is it what you want it to be?

☐ Clear Brand
Is your brand strong and apparent on your website?
Does that carry through to your social networks?
The more consistent you are, the more brand recognition, the more visitors to your site!

☐ Obvious Target Market
Who is your target market, and when they visit your site is it obvious that you’re talking to them?
Fresh and Catchy Content

The single most important thing you can do to maintain your website & business is to have fresh and interesting content.

Do you know your voice - and use it? Are you authentic?
Do you provide unbelievable value to your readers?

USP

USP stands for unique selling proposition. It’s what makes you different.

How do you separate yourself from your competition?
What do you do better or differently from them?
Is your USP in your voice, branding, and content?

Easy To Navigate

Is your site’s navigation and menu obvious?
About should be called “About”; Contact should be called “Contact”; and so on. This is not the place to be cutesy.

CONTENT REVIEW

Fresh and Catchy Content

The single most important thing you can do to maintain your website & business is to have fresh and interesting content.

Do you know your voice - and use it? Are you authentic?
Do you provide unbelievable value to your readers?
Great Headlines
Do your headlines meet the criteria by which 99% of us make a reading choice?
1. intriguing
2. entertaining
3. self-serving

About Page
Is it current? Does it not only include information about you - but also about what you can do for them?

Contact Page
You have one, right? Good.

Media Page
Do you need a media page? If you do, are these items included:

- Company Mission and History
- Product List
- Company Bios
- Company News and Press Releases
- Brochures, Logos, Images

List Of Awards Earned and/or Recognitions
Do you have your "As seen in" section available for viewing?

Call To Action
Is there a call to action in every single piece of content?

Invitation To Share On Social Media
Do you have social sharing buttons (not follow) on each piece of content?
Comments / Spam

Are you keeping your spam at bay? Or at least cleaning out the spam that you do get?

Newsletter

Do you offer a newsletter? Is your email list regularly growing?

Amazing Opt-in

How do you motivate people to sign up for your newsletter?
A great sign up offer (optin) can do the trick. For example - the one you’re reading now. :)

Content Upgrades

Do you offer content upgrades as another means of gathering emails?
Are these offered at least once a month?

Testimonials

Do you have testimonials scattered throughout the site?

Search Field

Have you tested the search function on your site?
What does the results page look like?
TECHNICAL MEASUREMENTS

☐ **Responsive**
  
  Is your site responsive or mobile ready or neither?
  
  Test it here: http://studiopress.com/responsive

☐ **RSS Feed**
  
  Do you serve an RSS feed to your readers? Or RSS via email for those less technically-savvy readers?

☐ **SEO**
  
  Do you use Yoast’s SEO for WordPress plugin?
  
  Download the step by step usage guide here if you need it.

☐ **SEO - Headers**
  
  Do you use your headers (in the post editor screen) properly?
  
  You should be incorporating an H2 or H3 at each section break. Headers should periodically include keywords. And making the font bigger or bold does not count as a ‘header’ for SEO purposes.

☐ **SEO - Images**
  
  Are your images named appropriately, and alt tags used (so voice browsers can ‘read’ the image contents)?

☐ **SEO - Content**
  
  Is your content relevant to your site’s overall topic?
  
  Do you keep your content fresh and current?
  
  Are you an authority in your niche?
  
  Do you encourage links back from articles, bloggers in your niche, and social media?

☐ **Analytics**
  
  Do you have Google Analytics installed? Do you check it at least once a month?
  
  Do you check that the most popular pages are up to date?
  
  Do you check that your busiest contributing channels get more of your attention?
  
  Do you know what kinds of content is the most popular and create more of that?
Working Links

Have you checked your site for broken links lately? (broken link checker plugin for WordPress)

Security

Is your site clean? Check here: https://sitecheck.sucuri.net

Security - Admins

Do all admins have unique usernames? “Admin” is a bad idea. So is “p@ssw0rd”. Just sayin’.

Security - Upgrades

Is your site up to date?
Is your theme updated with new code within the last two years (max)?

Security - Plugins

Do you know the authors or reputation of each plugin?
Are they each updated within the last 6 months?
Do you have 15 or less? (anything more is a bad idea)

Fast Load Times

No one likes to wait around for a site to load. How fast is yours?
Test it here: http://tools.pingdom.com