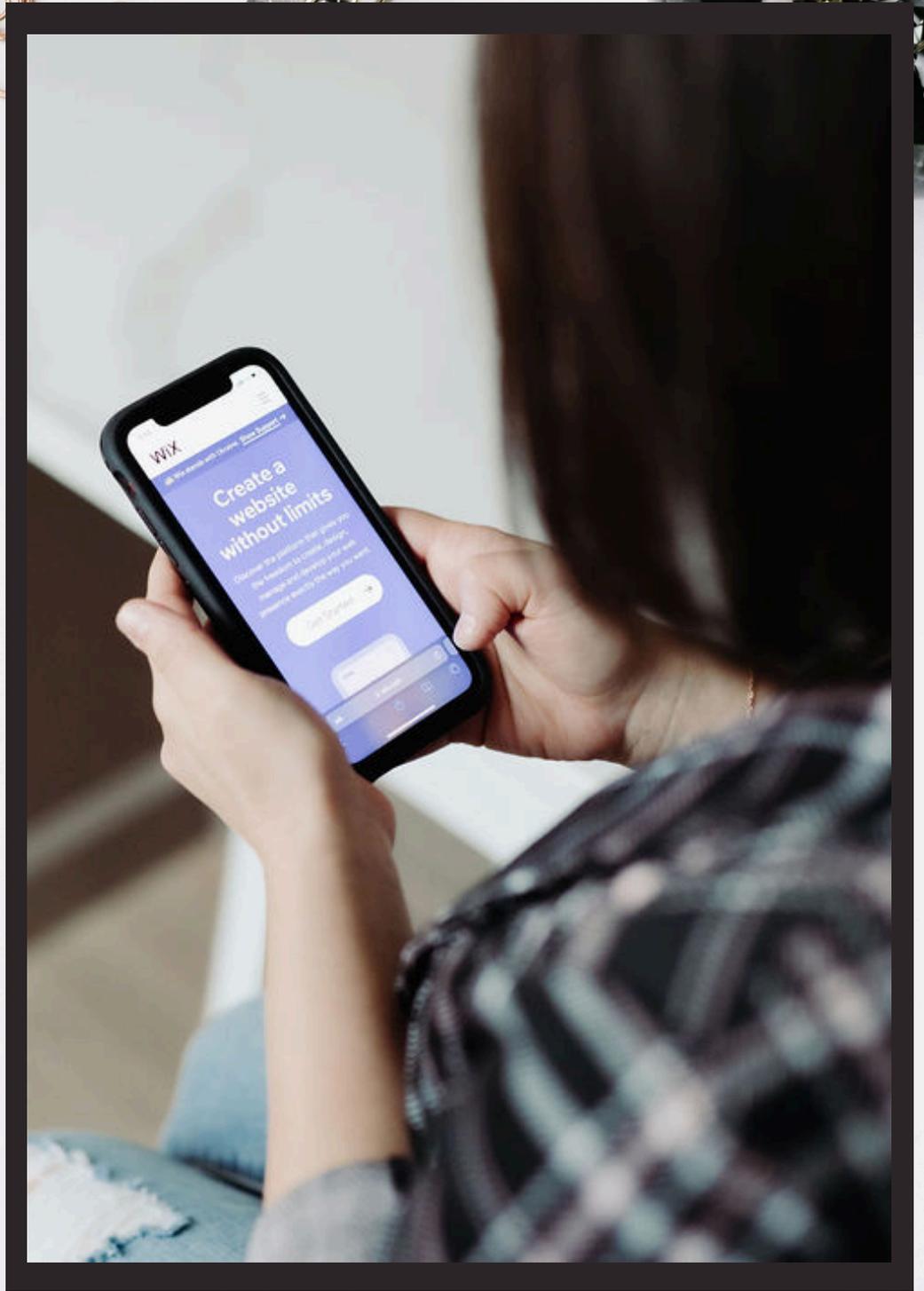# WEBSITE AUDIT CHECKLIST

You've invested so much into your business, but is your website pulling its weight?

If you're wondering why visitors aren't turning into clients or why your site isn't ranking well in search engines, it could be time for a website audit.

Hi! I'm Krystal

You've dedicated so much effort to building your business, but is your website putting in the same level of work? If you've ever questioned why your visitors aren't turning into clients or why your site isn't appearing in search results, it may be time for a website audit. The great news?

I've simplified the process for you!

Krystal

Step 1

First Impressions Count

Your homepage is often the first thing people see, and they'll decide in just a few seconds whether to explore further or leave. Make those moments count.

Let me see the checklist

Checklist

Step 1: Homepage Aduit Checklist

Is your logo easily visible?

Your logo should be front and center, reinforcing your brand's identity and professionalism.

Does your homepage reflect your brand?

Consistency is crucial. Ensure the colours, fonts, and images on your homepage align with your overall brand aesthetic.

Is your core message clear?

Within the first few seconds, visitors should understand what your business offers and how you can solve their problem. Your headline or tagline should convey this quickly and effectively.

Are there strong calls-to-action (CTAs)?

Guide visitors on what to do next. Whether it's booking a consultation, subscribing to your newsletter, or purchasing a product, make sure your CTAs are prominent and actionable.

Is your website's loading speed optimized?

A slow-loading website can lead to high bounce rates. Use tools like Google PageSpeed Insights to check your site's speed and implement necessary optimizations.

Exercise

Take a fresh look at your homepage.

Can a first-time visitor quickly grasp your offering and navigate easily?

If not, it's time to tweak your messaging and layout.

Step 2

Simplify Navigation & User Experience

An intuitive website helps users find what they need easily. Poor navigation can lead to frustration and cause people to leave before exploring further.

Let me see the checklist

Checklist

Step 2: Navigation Checklist

☐ **Is the navigation easy to follow?**
Keep your menu simple and organized so visitors can locate important pages effortlessly.

☐ **Are there breadcrumbs for easy navigation?**
Breadcrumbs help users understand their current location on your site and easily navigate back to previous pages, enhancing the user experience. This is especially important for sites that include ecommerce (selling)

☐ **Are you avoiding unnecessary links?**
Streamline your navigation by reducing the number of clicks needed to reach key information.

☐ **Is there a search feature?**
If your site has a lot of content, a search bar is a great tool to help users find what they need quickly.

☐ **Can visitors find key pages within 2-3 clicks?**
Ensure important pages like your services, portfolio, and contact information are easily accessible without excessive clicking.

Exercise

Ask someone unfamiliar with your website to try finding specific information.

Use their feedback to improve the flow and simplicity.

Step 3

Ensure Mobile Optimization

With more people browsing from their phones, having a mobile-optimized website is a must. A poor mobile experience can lead to higher bounce rates and lost opportunities.

Let me see the checklist

Checklist

Step 3: Mobile Optimization Checklist

☐ **Is your site responsive?**
Ensure your design adjusts well to different screen sizes, from desktops to smartphones.

☐ **Do you have touch-friendly elements?**
Ensure that clickable elements are adequately spaced and sized for easy tapping on mobile devices.

☐ **Are images resizing properly?**
Make sure your images scale correctly on smaller screens to avoid slow load times or distorted visuals.

☐ **Are your buttons and links easy to tap?**
On mobile, ensure your buttons are big enough to click easily and not too close together.

☐ **Is the text legible on small screens?**
Your font size should be easy to read without zooming in. Keep paragraphs short for better readability on mobile.

Exercise

Review your website on different devices.

If certain elements don't perform well, make adjustments to improve the user experience.

Step 4

Optimize SEO Basics

Search Engine Optimization (SEO) is key to ensuring potential clients can find you online. Strong SEO not only boosts visibility but also enhances your credibility.

Let me see the checklist

Checklist

Step 4: SEO Checklist

☐ **Are your titles and meta descriptions optimized with relevant keywords?**
Ensure your page titles and meta descriptions include primary keywords, but keep them readable for users as well.

☐ **Is your content organized with proper headings (H1, H2, etc.)?**
Use clear heading tags to structure your content. This improves search engine understanding and makes it easier for users to navigate.

☐ **Are you using alt tags for images?**
Alt tags improve accessibility and help search engines understand the content of your images, contributing to better SEO performance.

☐ **Do you use internal and external links?**
Internal links keep visitors engaged with other pages on your site, while external links to credible sources can build trust and authority.

☐ **Is your site submitted to search engines?**
Make sure your site is indexed by major search engines. Submitting a sitemap to Google Search Console helps with this.

Exercise

Run an SEO audit using free tools like Google Search Console or SEMrush to identify any areas for improvement.

Step 5

Build Trust with Your Audience

Trust is essential for converting visitors into paying clients. A professional, credible website encourages people to take action, whether it's booking a service or making a purchase.

Let me see the checklist

Checklist

Step 5: Trust-Building Checklist

☐ **Invest in professional photography**

High-quality, authentic photos of you, your team, and your space build trust. Avoid generic stock photos where possible.

☐ **Showcase client testimonials**

Positive feedback from clients helps build social proof and establish credibility. Include testimonials wherever you can.

☐ **Display a portfolio (if applicable).**

Highlight your work with a portfolio to show potential clients what you can do.

☐ **Incorporate trust symbols.**

A trust bar showcasing partner logos, certifications, or awards can reinforce your credibility.

☐ **Do you have a clear privacy policy and terms of service?**

Having these documents not only builds trust but is also necessary for compliance with various regulations (e.g., GDPR, CCPA).

Exercise

Review your website for opportunities to strengthen trust factors. Add new testimonials, update photos, or create a trust bar if you don't already have one.

Step 6

Content Quality

High-quality content plays a crucial role in keeping visitors engaged and improving your website's SEO. Not only does it need to be informative, but it should also be well-structured, error-free, and regularly updated.

Let me see the checklist

Checklist

Step 6: Content Quality Checklist

Is your content engaging and up-to-date?
Ensure your content reflects the latest information about your products, services, and industry. Outdated or irrelevant content can reduce trust and cause visitors to leave.

Have you checked for spelling and grammar mistakes?
Errors in spelling or grammar can make your website appear unprofessional. Regularly proofread your content or use tools like Grammarly to catch any mistakes.

Is your content written in a conversational and approachable tone?
Avoid jargon or overly technical language unless it's essential for your audience. Content should be easy to read and connect with visitors.

Are you using a variety of content types?
Include a mix of written content, visuals, infographics, and videos to keep the page dynamic and appealing to different types of learners.

Are your headings and subheadings clear and helpful?
Use clear, concise headings that guide users through the page and break up large blocks of text for easier readability.

Checklist continues...

Checklist

Step 6: Content Quality Checklist

▢ **Do you have internal links to guide users through your site?**
Use internal links to connect your content, allowing visitors to explore related topics and stay on your website longer.

▢ **Is your content optimized for SEO?**
Ensure keywords are naturally incorporated into your text, headings, and meta descriptions. Avoid keyword stuffing, which can harm readability and SEO performance.

Exercise

Review your website for content quality improvements. Look for any spelling or grammar mistakes, and rewrite long paragraphs into shorter, more concise sections.

Break content into digestible pieces, ensuring each paragraph focuses on one point. Add relevant internal links between pages and update any outdated information.

Additionally, check your headings and subheadings for clarity, making sure they clearly reflect the content that follows.

Step 7

Accessibility

Website accessibility is critical for ensuring that all users, regardless of their abilities, can interact with your content. This not only helps you reach a broader audience but also shows that your business is inclusive and thoughtful.

Let me see the checklist

Checklist

Step 7: Accessibility Checklist

▢ **Is the font legible?**
Use easy-to-read fonts, ideally sans-serif, with a size that is comfortable for most users. Avoid overly stylized fonts that may be difficult to read.

▢ **Is there enough color contrast between text and background?**
High contrast between text and background colors makes it easier for visitors with visual impairments to read. Use a tool like WebAIM's Contrast Checker to ensure your colors meet accessibility standards.

▢ **Is your content easy to consume?**
Break your text into short paragraphs with only one key point per paragraph. This helps make the content more digestible and prevents information overload.

▢ **Are you using minimal animations?**
Excessive animations can distract users and be problematic for people with certain conditions like epilepsy or motion sensitivity. Keep animations subtle and to a minimum.

▢ **Do videos and audio elements have captions or transcripts?**
Ensure all videos have captions and that transcripts are available for any audio content. This is important for users who are deaf or hard of hearing.

Checklist continues...

Checklist

Step 7: Accessibility Checklist

▪ Are videos set to autoplay?

Avoid auto playing videos or audio, as they can be disruptive and inaccessible for many users. Allow users to choose when to engage with media.

▪ Are images and graphics properly labeled with alt text?

Alt text not only helps with SEO but is crucial for screen readers, enabling visually impaired users to understand the content of images.

▪ Is your website navigable via keyboard?

Some users rely on keyboards rather than a mouse to navigate. Ensure your website is fully navigable with keyboard commands, and focus on elements like tabs and forms.

▪ Do you have a clear focus state for links and buttons?

Focus states are the visual indicators (often a box or underline) that show when a link or button is selected. This is essential for users who navigate via keyboard.

Exercise

Review your website for accessibility enhancements.

Ensure fonts are easy to read and have sufficient size and contrast. Run a colour contrast check for all text and backgrounds. Break long content into one point per paragraph for easier readability. Make sure any videos or media do not autoplay. Check that all images have descriptive alt text, and verify that users can navigate your site with a keyboard, with clear visual indicators for focus states.

If your site is built on Wix, use the Wix Accessibility Wizard to identify and fix any accessibility issues automatically.

A well-optimized website is key to attracting new visitors, converting them into clients, and building lasting trust. Use this checklist regularly to ensure your website is performing at its best.

Ready to take your website to the next level?

Contact KN Creative Marketing to schedule a full audit and get personalized recommendations to maximize your online presence!

Schedule a Full Audit Here!