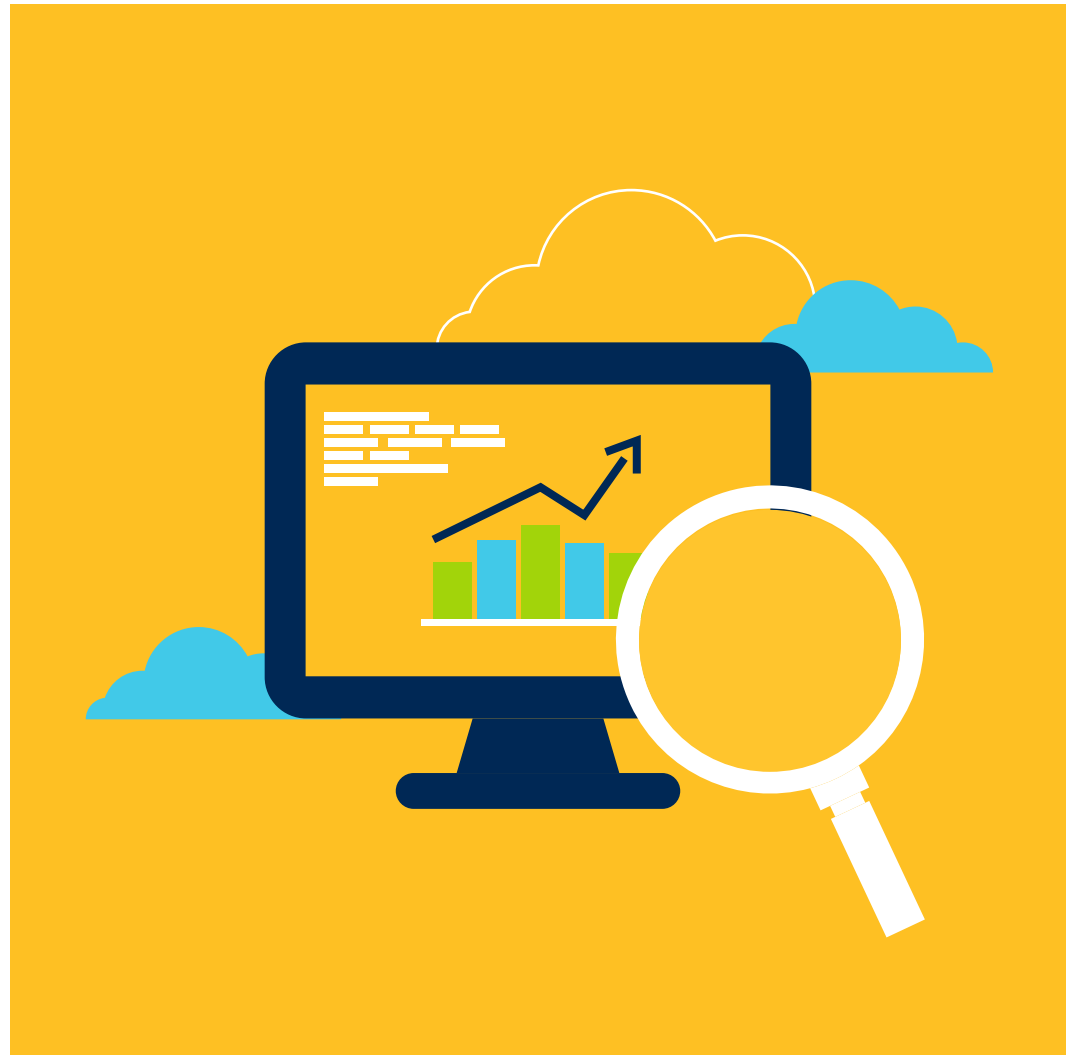


THE WEBSITE AUDIT PROCESS

Checklist for improving the performance of your website

LEVERAGE WEBSITE DATA & ANALYTICS

- Identify key pages
(pages important to YOU)
- Determine top visited pages
(pages important to VISITORS)
- Analyze market and review competitor websites
- Test page load times to ensure the website
is optimized for speed.



MEASURE ACTIVITY



Improve website effectiveness. Measure specific site aspects to determine overall strength.

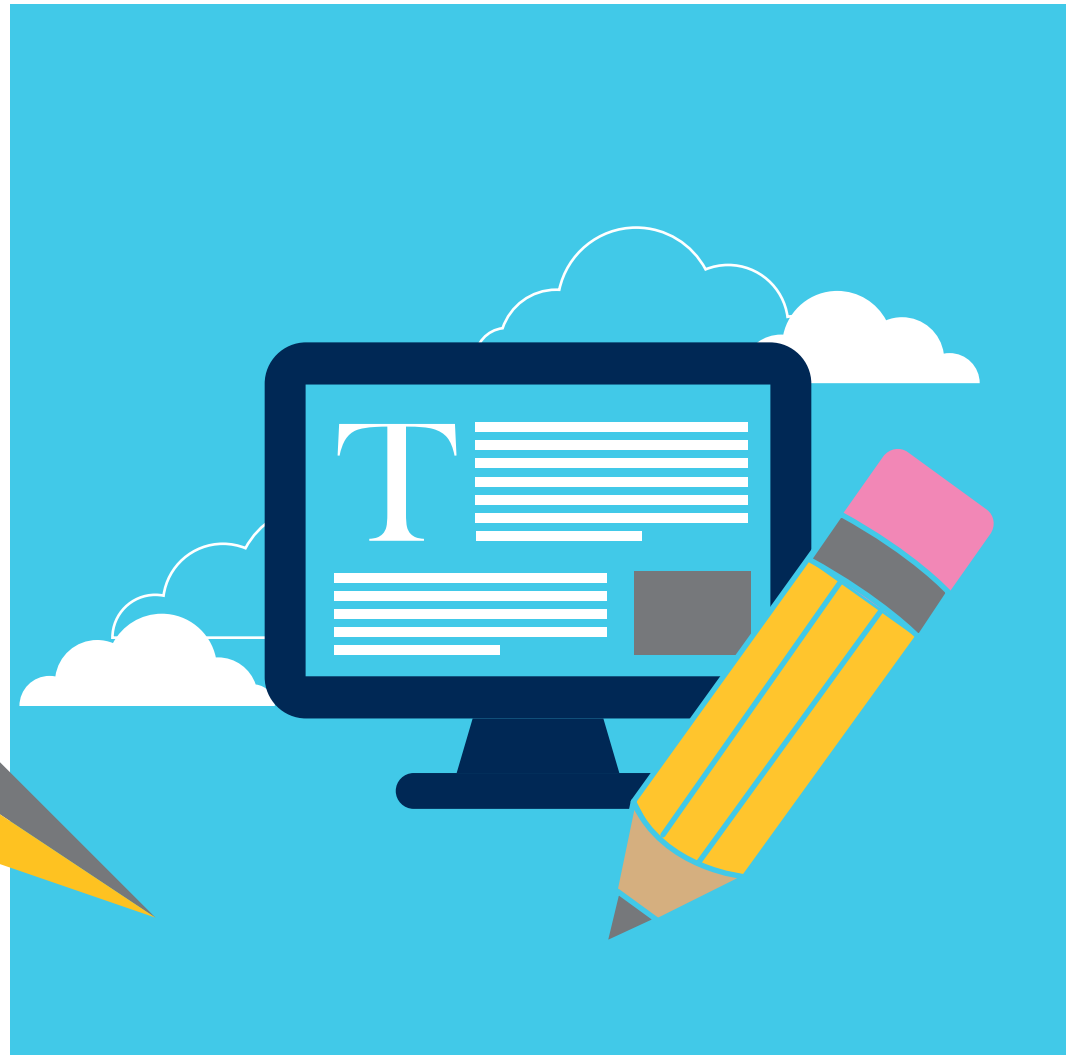
Include the following:

- | | |
|--|--|
| <input type="checkbox"/> URL | <input type="checkbox"/> Keywords |
| <input type="checkbox"/> Last Modified | <input type="checkbox"/> Date Audited |
| <input type="checkbox"/> Views | <input type="checkbox"/> Comments |
| <input type="checkbox"/> Title | <input type="checkbox"/> Time on Site |
| <input type="checkbox"/> Bounce Rate | <input type="checkbox"/> Geography of Visits |
| <input type="checkbox"/> Search Terms | <input type="checkbox"/> Conversions |
| <input type="checkbox"/> Mobile Usage | <input type="checkbox"/> Clicks |



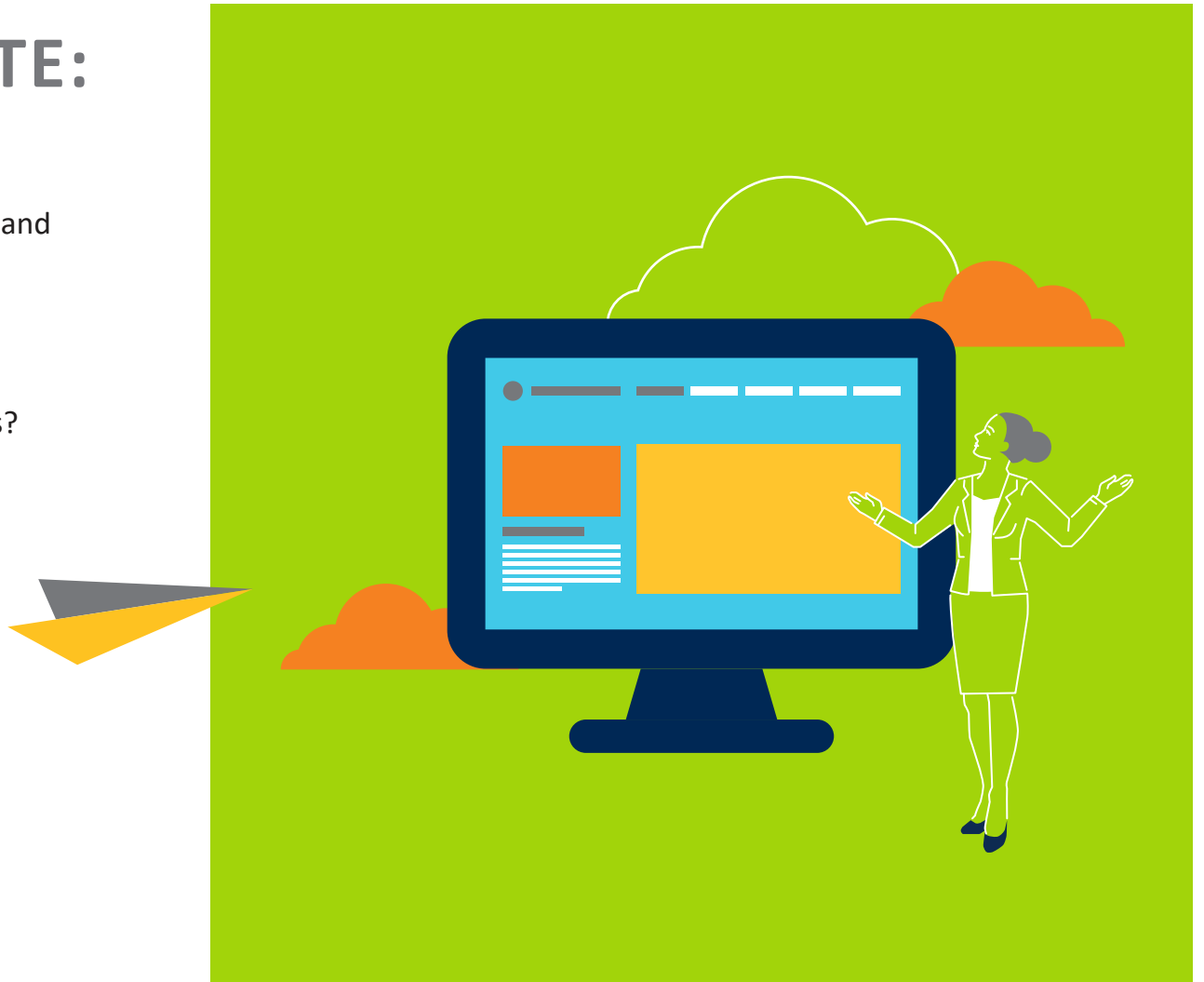
EVALUATE WEBSITE: **CONTENT**

- Do pages have quality content that is consistent, relevant, and engaging?
- Do pages make good use of white space?
- Do page titles make sense and accurately represent content?
- Do site URLs, meta descriptions, and meta titles use keywords?
- Do site links work and are any connected to a keyword?
- Do the links send users to reputable sites?
- Is there good use of photos and video?
- Is spelling and grammar use correct?



EVALUATE WEBSITE: **DESIGN**

- Is it consistent with company branding and color scheme?
- Is it user-friendly and navigable?
- Does it utilize relevant images and links?
- Does it use modern design trends and best practices?



EVALUATE WEBSITE: **LEAD GENERATION**

- Are there calls to action on each page?
- Where are calls to action located?
- Are links relevant to content?



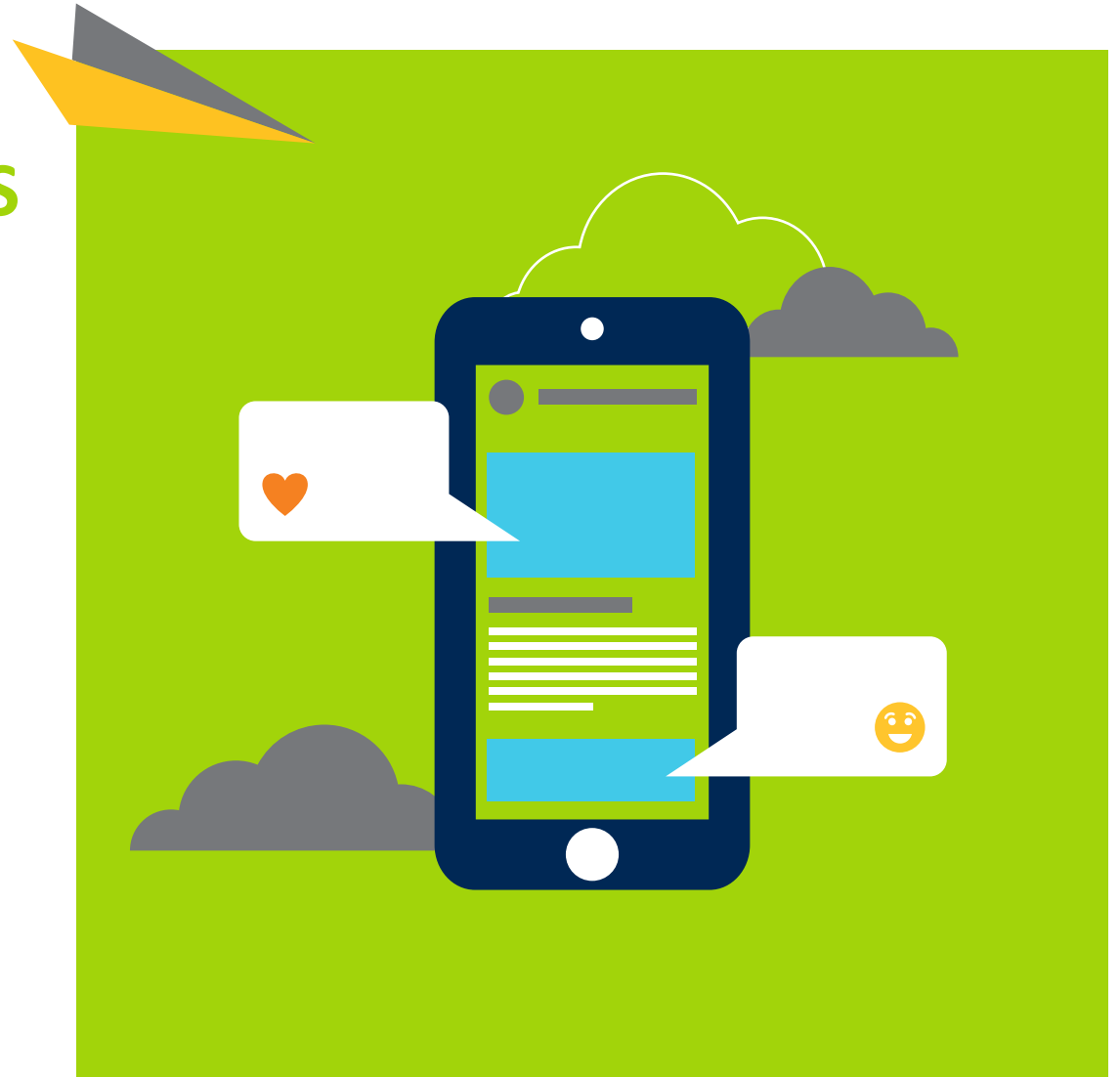
EVALUATE WEBSITE: **SOCIAL MEDIA**

- Are social media icons present?
- Where are calls to action located?
- Is there a call to action to follow or share?
- Are social sites pointing to web content?



EVALUATE WEBSITE: **MOBILE FRIENDLINESS**

- Have you used Google's mobile-friendly test?
- Does your website have responsive design?
- Have you tested your website on a variety of devices?



WEBSITE IMPROVEMENT

Based upon evaluation:

- Determine ways to improve most visited pages and additional targeted pages
- Update content (ongoing)
- Update images/design as needed
- Delete pages that are unneeded and aren't receiving traffic, re-purposing strong content that currently "lives" on weak pages
- Make use of new web technologies as appropriate

