



Motion Tactic

DIY Website Audit Checklist

How to use this resource

The goal of the website audit checklist is to give marketers a benchmark for their website's overall performance, effectivity, and health. Some items on this list extend outside of just the website but contribute to related marketing activities. This tool will serve as a roadmap for improving a website or an indicator that it is time to create a new website.

Checklist

Design and Brand

- ☐ Does the home page engage a user to explore the website? To determine where your website stands, take a look at your Google Analytics to see what your average bounce rate is (the percentage of visitors to a website who leave after viewing only one page).
- ☐ Does the design represent the company's brand positively?
- ☐ Is the navigation consistent on every page of the website? Consistency builds trust for your users and is a key to good design. Logo, background patterns, and icons should all be consistent through the website.
- ☐ Are all fonts and sizes consistent through the headings and body?

Content and Website Organization

- ☐ Does the home page quickly explain what the company does? Users need to quickly understand what product/service a company offers and determine if it is for them. If there is too much confusion on what the company does or offers, users will leave to seek more information from a different website.
- ☐ Is detailed product and service information readily available?
- ☐ Are headings and subheadings easy to follow? Headings are important for breaking up content and making your information more digestible (and more appealing for Google ranking).



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Checklist (continued)

Search Engine Optimization

- ☐ Are the meta tags setup to include the title and a description of the content?
- ☐ Does the page content include relevant search terms and product features?
- ☐ Is editorial content being regularly posted and updated?
- ☐ Is the website free of any major technical issues? 404's, 500 errors and broken links can negatively impact ranking. To check for technical issues we use the SEMrush health check tool.
- ☐ Does your site have an accurate and up-to-date XML sitemap?
- ☐ Is the website secure using HTTPS?

Website Performance

- ☐ How quickly does your website load? A website should load within 2 seconds or less - any longer can risk the loss of a user visiting your website.
- ☐ Are images optimized using a compression tool to decrease their file size?
- ☐ Does the website have less than 100 network requests necessary to load each page?

Lead Generation

- ☐ Is a CTA visible and effective on your homepage? The ultimate goal of your website is to create new business through this marketing channel. A CTA turns your visitors into leads, so ideally you will want the button or form to be in a high traffic location of your website.
- ☐ Is your CTA only in the footer of your website? The likelihood of users scrolling all the way to the bottom of a page is not high. Placing a CTA closer to the top of your page will help with conversions as that is the most visible place of the page.



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Checklist (continued)

Mobile Compatibility

- ☐ Does your website look and perform as it should on phones, tablets, and other smaller devices?
- ☐ Does your website pass the Mobile-Friendly Test created by Google? When Google sees a site is not mobile friendly, they will hide the site if they deem it to not be ideal for the user experience.
- ☐ Are the images full resolution on mobile devices? Avoid using small thumbnails on your mobile design, because Google will deem those as low quality and prioritize your website less.
- ☐ Does your mobile content match the content of your website? Google Search only looks at your mobile content when ranking sites. It's important to keep the same content on your mobile version as it is on your desktop version of your website in order to not harm your site's search ranking.

Analytics and Tracking

- ☐ Have you set up a traffic performance measurement tool? Installing Google Analytics should be the first step in tracking performance.
- ☐ Are analytics setup to accurately track the conversion of important events that users perform?
- ☐ Are goals set up to attribute website conversions to measurable marketing goals?



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Next Steps

After you have completed your DIY website audit, you may be wondering what to do next. Maybe your website isn't where you want it to be or maybe you aren't sure how to improve your traffic performance and SEO. We would love to help you with the next steps. At Motion Tactic, we have in-house capabilities to serve your design, development, and marketing needs.

Whether you are considering a full website redesign or needing a marketing strategy to get more traffic, we can chat with you to create a full timeline to reach your marketing goals. To get in touch with us, you can send us an email (info@motiontactic.com) or fill out our form and we will get back to you ASAP!