

Website Audit Checklist

Branding

- Color** - Does your organization have a color palette? If so, the colors on your site should match it. Your logo and overall color scheme should vibrantly represent your organization.
- Typography** - You should have a consistent font style and size throughout your website. Be sure to properly use headings and body text. One large heading per page with subsequent smaller headings make for better readability.
- Images** - Stock images can be great if used properly, but they are easily detectable. If your website has nothing but stock photos, it loses personality. Work in some photos of your team, your office and anything else that gives your organization life on its site.

Design

- Layout** - Is your most important content highlighted above the fold? The way your site is laid out can have a huge effect on user attention and bounce rate. Your website layout should flow, and your most important content and calls to action should be clear and easily findable.

Code

- Speed** - Does your website take longer than 3 seconds to load? If so, you are potentially losing tons of customers. Proper coding will allow for your site to load and respond quickly, making for a better user experience.
- Maintenance** - Well written code makes your site run smooth and less likely to develop bugs. There shouldn't be need for a lot of maintenance on your site if your code is written well, so if you find yourself having frequent issues, check the code.

Content

- Relevance** - Your copy and blog posts should be relevant to your industry and your organization's mission. A website filled with hyperboles won't be very effective.
- Current** - Are you coming out with fresh content frequently? If your latest content is years, months or even weeks old, this will greatly affect your SEO. Be sure to keep it up to date.
- Engagement** - Are people wanting to hear what you have to say? Pay attention to user feedback in the form of webpage analytics to make sure your customers are engaging with the content you are putting out.

SEO

- Keywords** - Incorporate keywords into all of the pages on your website to make sure the right people are finding you when they search for your product or service.
- Meta Descriptions** - The short description of your webpage on a search engine could be all it takes for someone to either click your link or not. Make sure these are well written and include your keyword.

Social Media

- Links On Website** - Do you have social media pages? Are there links to them on your website? These days, a strong presence on social media is important for almost every organization. Encouraging people to follow you on your social media channels can be great for exposure.
- Activity** - Nobody pays attention to an inactive social media page. Keep your followers in the loop with your organization and give them fresh content frequently. It will go a long way with gaining traffic for your site and generating leads for your business.

Mobile

- Responsive Design** - Does your website look good and function well on mobile devices? The number of people accessing websites from their phones or tablets is skyrocketing. A website that operates well and looks great on all devices is essential.