

10-Point Website Audit Checklist

Your website isn't just the face of your business — it's a critical tool for attracting visitors and converting them into leads. If you aren't seeing the results you want from your website, it could be time to make some changes. This 10-point checklist clarifies exactly where to focus your website improvements.

1) Is it immediately obvious what we do?

- 1-7 word description of our product or service appears above the fold on the home page.
- Explanation of our product or service is on the home page.
- Our product or service is used as an SEO keyword throughout the home page.

Recommended changes:

2) How are we different from the competition?

Our core differentiation:

- Appears above the fold on the home page.
- Is NOT our pricing, experience/expertise, size, or speed.
- Is based on what customers value most about our company.
- Makes a promise that speaks to a pain our customers feel.

Recommended changes:

3) How does our website look and feel?

- Our current website is less than 3 years old.
- The website doesn't feel old or outdated.
- The design aligns with our industry (e.g., a tech company's website should feel techy).
- The website uses our brand standards faithfully and consistently.
- Our brand personality is faithfully expressed visually and in the content.

Recommended changes:

4) How does this website build trust?

The following trust elements are present on our website:

- Certification/license badges
- Industry awards
- Customer testimonials
- Proven results with hard numbers
- Case studies or success stories

Recommended changes:

5) How enjoyable is it to use our website?

- The website is attractive and welcoming.
- First-time visitors can easily find the information they're looking for.
- The design and layout makes content easy on the eyes.
- There's a natural path for visitors to follow through the website.
- There are no significant friction points that create a frustrating user experience.
- It's easy to contact sales or support with questions.

Recommended changes:

6) How do visitors become leads?

- Every page on the website offers at least one call to action (CTA) for visitors to take.
- The website has CTAs that are appropriate to every stage of the buyer's journey — not only sales-related “contact us” or “request a demo” CTAs.
- There are multiple lead conversion opportunities on the site, to capture contact information.

Recommended changes:

7) Do we have tons of valuable content and are we continually adding to it?

- A blog exists AND new posts are published at least every other week.
- We offer valuable downloadable resources and they're easy to find.
- Each page of the website has at least 500 words of valuable content.

Recommended changes:

8) How does the website perform?

- [Google Lighthouse](#) scores are all 80 or better.
- [HubSpot's Website Grader](#) scores are all in the green.
- Our website looks good on phones and tablets.

Recommended changes:

9) How's our on-page SEO?

- Every page has a keyword-rich meta description that's no longer than 150 characters.
- All of our pages have a single H1 heading and follow proper heading hierarchy practices.
- Our URLs include keywords.
- Every page has a title tag with keywords.
- Images have alt tags.

Recommended changes:

10) What's in the footer?

Our website footer contains the following elements:

- Company name, address, phone number
- Social media icons that link to your profile pages
- A map of your location, even if you operate virtually
- Links to your privacy policy, terms of service, and site map
- Up-to-date copyright info
- Website menu (recommended)
- Industry certifications (optional)

Recommended changes:

Jumpstart Your Website's Performance

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