Website Audit Checklist

At a Glance

- ☐ Do you have a homepage?
- ☐ Do you have a contact page?
- ☐ Is your menu immediately visible?
- ☐ Is what you do or sell stated on the homepage?
- ☐ Do you have a pop-up with an offer?
- ☐ Does your pop-up interrupt scrolling?
- ☐ Is there a button on the homepage?

Menus & Links

- ☐ Is your menu simple & clear?
- ☐ Does the header logo link to the homepage?
- ☐ Is your menu the same across every page?
- ☐ Is there a footer menu?
- ☐ Do all of your links work when clicked on?
- ☐ Are your social links clearly visible?

Branding

- ☐ Are there only 1 or 2 fonts on every page?
- ☐ Is all text legible?
- ☐ Is your copy brief (excluding blog content)?
- ☐ Are there any typos?
- ☐ Do all the pages have white space?

Forms

- ☐ Do all forms have a title or header?
- ☐ Are there any "errors" after clicking submit?
- ☐ Is there a "Thank You" message after submitting a form?
- ☐ Does a user receive an automated email after submitting?
- ☐ Do submissions create new contacts in your CRM?

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Technical Aspects

- ☐ Do all pages have a header (H1) tag?
- ☐ Is there a keyword in the title of every page?
- ☐ Do all pages have a meta description?
- ☐ Are there one or more images on each page?
- ☐ Is your website indexed properly on Google?
- ☐ Are all your backlinks analyzed & working properly?

Accessibility

- ☐ Is all text at least 16px?
- ☐ Is your contrast ratio (for text & colors) at least 4:5:1?
- ☐ Is the line spacing at least 1.5?
- ☐ Do all images & videos have alt text?

Usability

- ☐ Does your website work on both desktop & mobile?
- ☐ Is your mobile menu at least 46px?
- ☐ Do pages fully load in under 2 seconds?
- ☐ Do all the pictures display?
- ☐ Do your buttons look like clickable buttons?

Your Score: ___ / 38

Contact Mane today to increase your website's impact.

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