



Website Audit Checklist

A clear checklist to find what is costing you enquiries, from first impression to conversion, speed, mobile, SEO and trust.

Open your site as if you were a first-time visitor on a phone, then work down this list. Each unticked item is a small leak in how many visitors turn into enquiries.

1. First impression and clarity

- A visitor understands what you do within a few seconds
- The main message is about the customer's problem, not just your services
- There is one clear primary action above the fold
- The design looks current and trustworthy, not dated

2. Messaging and conversion

- Every important page ends with a clear next step
- Contact, quote or enquiry is never more than one click away
- Forms ask only for what you genuinely need
- You show proof of your work, not just claims

3. Speed and mobile

- The site loads quickly on a normal mobile connection
- Everything is easy to tap and read on a phone
- Images are sized for the web and not slowing the page
- Nothing important is hidden or broken on small screens

4. SEO basics

- Every page has a unique, descriptive title
- Every page has a clear meta description
- Pages have a sensible heading structure
- Link previews show a proper title, description and image when shared



5. Trust and proof

- Real work, case studies or screenshots are visible
- Contact details are easy to find
- A business profile or reviews link is present
- The site uses a secure connection

6. Analytics and maintenance

- Analytics is installed and recording visits
- Key actions such as form submissions are tracked as events
- Someone is responsible for keeping content current
- Links and forms have been tested recently

Want a hand applying this?

Request a free website, app and business process audit at brandsoftmedia.com/free-audit.html and we will show you exactly where to start.