

# Website Audit Checklist

A Practical Checklist  
to Evaluate & Improve Your Website



## Introduction

Use this comprehensive checklist to thoroughly evaluate your current website. Whether you run an e-commerce store, service business, blog, or corporate site, this audit will help you identify strengths, uncover hidden issues, and spot quick improvement opportunities that can boost traffic, engagement, and conversions.

## How to Use This Template

- Score each category from 1–10 (1 = Poor, 10 = Excellent)
- Be honest — this is for your eyes only
- Take screenshots or notes as you go
- At the end, prioritize your Top 5 Quick Wins and Biggest Opportunity
- Share your completed audit with Teamwork Lab for a free expert review (optional)

**Time to complete:** 30–60 minutes

**Expected outcome:** Clear action plan + ideas you can implement immediately

# First Impressions & Design

Your website has 5–10 seconds to make a positive first impression.

- Does the homepage load with a clear, professional hero section?
- Is the color scheme consistent, on-brand, and easy on the eyes?
- Are fonts readable (size, contrast, hierarchy)?
- High-quality images and graphics (no blurry or stock-looking photos)?
- Overall modern, clean layout that matches your industry?
- Consistent branding (logo placement, colors, tone)?
- No cluttered sidebars or pop-ups that overwhelm visitors?

## Notes / Ideas for Improvement

Pro Tip: Ask 3–5 people who don't know your business to visit your site and give their first impression in 10 seconds.

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# Navigation & User Experience

Great navigation isn't just a menu; it's the silent guide that turns casual browsers into loyal customers.

- Clear, intuitive main menu with logical categories?
- Descriptive menu labels  
(not vague like "Services" if you can be more specific)?
- Breadcrumbs on deeper pages?
- Search bar functionality (if site has 20+ pages)?
- Logical page hierarchy and internal linking?
- No broken links or 404 errors?
- Easy-to-find contact information?
- Consistent footer with all important links?

## Notes / Ideas for Improvement

Pro Tip: Keep it simple, intuitive, and lightning-fast — because the best websites don't make users think. Your visitors should find what they need in 3 clicks or less, or they'll leave.

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# Mobile Responsiveness

Over 50–60% of web traffic is mobile.

Fully responsive design (test on phone, tablet, desktop)?

Touch-friendly buttons and navigation?

Readable text without zooming?

Fast-loading images on mobile?

No horizontal scrolling?

Mobile menu works smoothly?

Forms easy to fill on small screens?

Google Mobile-Friendly Test result: \_\_\_\_\_

## Notes / Ideas for Improvement

Pro Tip: Design mobile-first, then gracefully scale up. Start your entire layout thinking “How does this feel on a 320px-wide screen?” This forces clean code, faster load times, and a truly delightful user experience from the smallest phone to the largest desktop.

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# Loading Speed

Every extra second costs conversions. A fast website isn't a luxury — it's your competitive edge.

- Homepage loads under 3 seconds?
- PageSpeed Insights score  
Mobile: \_\_\_\_\_ Desktop: \_\_\_\_\_
- Optimized images (compressed, right format)?
- Minimal use of heavy scripts/plugins?
- Browser caching and CDN in use?
- No large video auto-playing on load?
- Core Web Vitals status: \_\_\_\_\_

## Notes / Ideas for Improvement

Pro Tip:

Ideal Load Time: Under 2 seconds (best user experience)

Acceptable: Under 3 seconds (Google's mobile threshold)

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# Clear Calls-to-Action

A crystal-clear CTA is the bridge between interest and results — it’s what transforms passive browsers into loyal clients, sign-ups, or buyers.

- Prominent primary CTA buttons (color contrast, size)?
- Multiple CTAs placed strategically (above fold, mid-page, end)?
- Action-oriented text (“Get Your Free Audit” vs “Submit”)?
- Consistent CTA style throughout site?
- CTAs on every key page?
- Clear next-step guidance for visitors?

## Notes / Ideas for Improvement

Pro Tip: Every page should have 1–3 primary CTAs max. Match the CTA to the page’s goal (e.g., “Shop Now” on product pages, “Learn More” on service pages).

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# SEO Basics

Focus relentlessly on user-first content combined with a rock-solid technical foundation.

- Unique, keyword-rich page titles (under 60 chars)?
- Compelling meta descriptions (under 160 chars)?
- Proper heading structure (one H1, logical H2/H3)?
- Alt text on all important images?
- XML sitemap submitted to Google?
- Robots.txt properly configured?
- Schema markup where relevant?

## Notes / Ideas for Improvement

Pro Tip: Google (and AI-powered search) rewards sites that deliver fast, helpful, trustworthy experiences over keyword-stuffed pages. Build E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) into everything you do, optimize for real user behavior (not just rankings), and treat technical SEO as non-negotiable infrastructure.

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# Trust & Credibility Elements

Trust isn't optional—it's your competitive edge. A site that demonstrates professionalism, security, and transparency converts better, ranks better (via E-E-A-T), and retains customers longer.

- Professional logo and branding?
- Clear "About Us" or team page?
- Client logos / testimonials with real photos?
- Trust badges (SSL, payment security, awards)?
- Privacy Policy and Terms pages?
- Contact page with physical address or phone?
- Social proof (reviews, case studies, stats)?
- No spelling/grammar errors?

## Notes / Ideas for Improvement

**Pro Tip:** Prioritize visible trust signals from the first second a visitor lands on your site. Users judge credibility in seconds. A professional, secure, transparent website builds instant confidence, reduces bounce rates, and boosts conversions—especially for e-commerce, lead generation, or any site asking for personal data.

# Content Quality

High-quality website content is your strongest marketing asset. It turns visitors into readers, readers into customers, and customers into advocates. Poor content drives bounce rates up and trust down.



Valuable, original content that solves problems?



Regularly updated blog or resources?



Scannable content (short paragraphs, bullet points, subheads)?



Engaging tone that matches your brand voice?



Multimedia (images, videos, infographics)?



Content answers visitor questions?



Strong calls-to-action within content?

## Notes / Ideas for Improvement

Pro Tip: Write for humans first, search engines second. Exceptional content doesn't just rank — it retains, converts, and builds trust.

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# Lead Capture Mechanisms

Offer genuine, immediate value in exchange for minimal information — and make the entire experience feel effortless and trustworthy.

- Visible lead magnets (free guides, checklists, audits)?
- Well-designed opt-in forms?
- Exit-intent pop-ups (not too aggressive)?
- Newsletter signup on multiple pages?
- Remarketing pixels installed?
- Thank-you pages with next steps?
- Lead forms short and low-friction?

## Notes / Ideas for Improvement

Pro Tip: The highest-converting lead capture systems treat visitors as valued prospects rather than targets. Focus on a strong value exchange (e.g., useful lead magnet, discount, or personalized insight) paired with frictionless design. This builds trust while boosting conversions. Overly aggressive or generic popups kill trust and increase bounce rates.

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# Overall Conversion Potential

Maximize Your Website's Overall Conversion Potential (OCP) by Treating It as a Full-Funnel Efficiency Score

Clear value proposition on homepage?

Compelling offers and pricing visibility?

Smooth sales funnel?

A/B testing tools in place?

Analytics properly set up (Google Analytics 4, etc.)?

Obvious path from visitor → lead → customer?

Strong social proof and guarantees?

## Notes / Ideas for Improvement

Pro Tip: Overall Conversion Potential measures how effectively your website turns visitors into customers across the entire user journey—not just a single page or action. It looks at the cumulative strength of your traffic sources, UX, trust signals, checkout flow, and post-visit behavior to reveal your site's true revenue ceiling.

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# Action Section

Biggest Opportunity (the one change that could move the needle most)

## Your Scores Summary

First Impressions & Design



Navigation & User Experience



Mobile Responsiveness



Loading Speed



Clear Calls-to-Action



SEO Basics



Trust & Credibility Elements



Content Quality



Lead Capture Mechanisms



Overall Conversion Potential



## Top 5 Quick Wins

### Things you can fix in < 1 week

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Next Steps

- Implement your Quick Wins this week
- Book a free 30-minute Website Strategy Call with Teamwork Lab to review your audit
- Let us turn these insights into a full growth plan

### Thank you for completing the audit!

This template is provided free by Teamwork Lab. Results vary.  
For personalized strategy, contact us.