Sung & Co

Website Audit Checklist

PURPOSE

Website goals are clear.

Services are easy to find.

What your business does is understood.

Customers are guided throughout.

CONTENT

Copy is simple and easy to understand.

Spelling and grammar are error free.

Connects to a specific target audience.

Website builds trust and credibility.

Language aligns with brand personality.

Content aligns with business goals.

DESIGN

Visuals help break down content.

Easy-to-read fonts.

Visuals add value to your website.

Logo links back to the home page.

Usage of high quality images.

Consistency in styles, colors, and fonts.

Images aligns with branding.

Use of branded favicon.

Incorporates great contrast.

Visuals align with messaging.

FUNCTIONALITY

Get an SSL certificate

Calls to Actions on every page.

Links are all connected and working.

Working form submissions.

404 page for any missing pages found.

Utilize Google Analytics.

Contact info easily accessible.

Opportunities to join newsletter.

Mobile friendly.

Optimized for visibility and speed.