

WEBSITE AUDIT CHECKLIST

for Creative Business Owners

A simple way to spot what's holding your website back,
and where thoughtful design support could help.

1. First Impression & Brand Alignment

(Does it feel like YOU?)

- ☐ Within 5 seconds, it's clear what my business is about
- ☐ My colors, fonts, and imagery feel intentional, not random
- ☐ My website matches the vibe of my Instagram
- ☐ My brand feels cohesive across all pages (not mixed styles)

2. Homepage Clarity & Flow

(Does it make sense to a stranger?)

- ☐ My headline clearly states who I help and how
- ☐ A visitor knows what to do next without scrolling forever
- ☐ Important sections appear in a logical order
- ☐ I'm not relying on people to "figure it out"

3. Visual Design & Polish

(Does it feel finished?)

- ☐ Fonts are consistent and easy to read
- ☐ Spacing feels balanced (not crowded or awkward)
- ☐ Images are high quality and properly sized
- ☐ Nothing feels misaligned, stretched, or accidental

4. Mobile Experience

(How does it feel on a phone?)

- ☐ My site is easy to scroll on mobile
- ☐ Text isn't too small or too wide
- ☐ Buttons are easy to tap
- ☐ The layout still feels intentional on mobile

5. Content, Voice & Messaging

(Do my words match my brand?)

- ☐ My copy sounds like me, not generic
- ☐ I explain what I offer clearly (without overexplaining)
- ☐ My tone feels confident, not apologetic
- ☐ I'm speaking directly to my ideal client

6. Trust, Credibility & Conversion

(Does my site build confidence?)

- ☐ There's a clear way to contact or inquire
- ☐ I show proof (testimonials, work, experience, or story)
- ☐ Calls-to-action are easy to find
- ☐ My site feels trustworthy, not unfinished

Mostly YES?

Your website foundation is solid, a few refinements could elevate it.

Lots of NOs?

Your site isn't broken. It's simply ready for clarity, cohesion, and support.

If this checklist raised questions, you don't have to figure it out alone.

I offer custom website audits, refinements, and full builds
for creative business owners who want their site to feel aligned,
intentional, and easy to navigate.