Website Audit Checklist

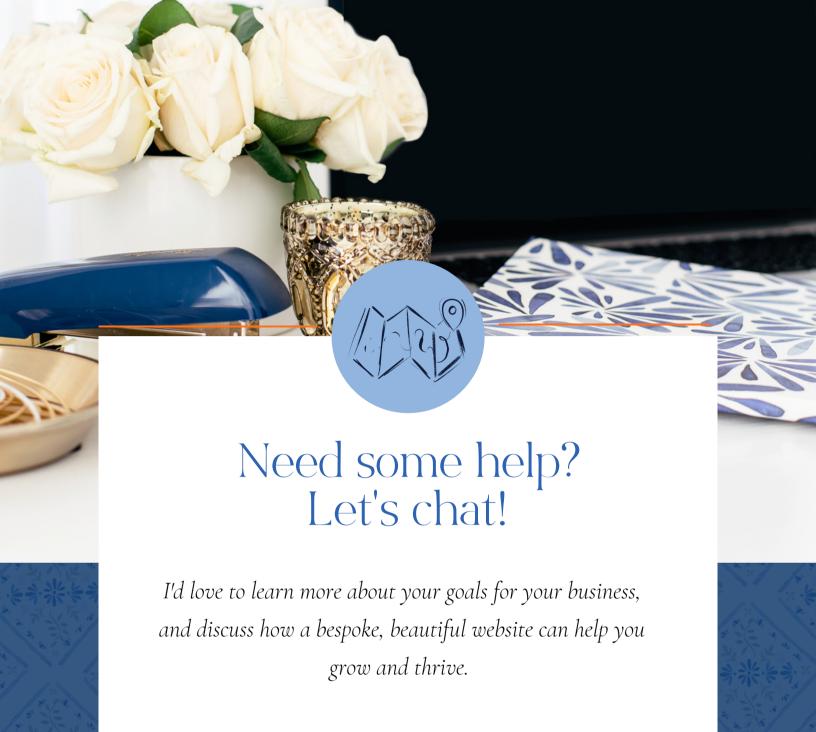## FOR SERVICE-BASED BUSINESSES

A quick guide to making sure your home on the internet is friendly, functional, and converting visitors to dream clients.

Let's go! →

The Checklist

Make sure you've got the Facebook pixel installed.

Make sure you're signed up for Google Analytics and that it's installed correctly.

Check your page titles and meta descriptions for every page: are you using smart keywords and descriptions to help Google find you?

Check your headers. *(don't keyword pack—it's not necessary!)* Use smart, natural wording in your copy headers to help further increase your SEO presence.

Can visitors easily find and sign up for your mailing list? Sign up to check out the process for your visitors.

Can visitors to your website easily find a way to contact you? Make sure that your contact form is working as expected and that you're receiving the messages.

Does your home page clearly say what you do and who you can help *before* anyone even has to scroll down?

Does every page and every new major section include a call to action? *It should!*

Does your website clearly outline your primary offerings or services?

Does your about page include a friendly, clear photo of you and your team, if applicable? *(Even if you don't have another photo of you anywhere else on the site... have one here! People like to see the face behind the scenes.)*

Does your website have a clear link to your other marketing channels where they can connect with you further, like Instagram, on every page? *(Your footer and header are a great place for this!)*

Do you have a favicon installed? *(That's the tiny logo on your browser tab.)*

Need some help?
Let's chat!

I'd love to learn more about your goals for your business, and discuss how a bespoke, beautiful website can help you grow and thrive.

You can book a free consultation on my website, or send me a note on Instagram.

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