



WEBSITE AUDIT CHECKLIST

✓ Can I tell what you do *immediately* when I land on your homepage?

I don't even have to tell you the stats: you already know how quickly we process information online. It only takes a few seconds for a potential client to scan your website and decide to leave it. Is your website clear and concise about the services you offer? What do you do and who do you serve? Spell it out for me clearly as soon as I land on your site. (*ex: Destination Elopement Photographer for the Wildly in Love*)

✓ Can I find your Keywords on your homepage?

What are the three most important Keywords for your brand? They should be front and center on your website! You can share them in homepage copy, or use imagery to evoke that feeling. When I land on your homepage, I should expect to find the same Keywords that attracted me to your brand in the first place.

✓ Can I find your face?

We work in a creative industry—which means our work is inherently personal. Your clients want to see your face! Let's make sure your personality shines through, including an updated headshot so I can learn to recognize you.

✓ Can I find your pricing?

Okay, this one can be controversial... but I am SUCH a huge advocate for listing some kind of pricing information on your website. Clients need to know if your services are within the ballpark of what they are able to spend. If you're asking them to do the extra work just to find a baseline investment, you are losing clients (not to mention referrals from other vendors).

Plus, listing investment details helps you attract the *right* client. The right client won't even blink an eye at your prices: they know you're worth every penny. Don't waste time managing leads that were never going to be a good fit for your business.

You don't have to list all the details: an average price point is a great idea, as long as there is some general indication of the investment required to work with you.

✓ Can I contact you?

Do *not* make this hard for your clients! Potential clients should not have to hunt for contact info in order to communicate with you. Your contact form should be easy to access, with no more than six required fields. I also recommend that you list your email address throughout the site (like in the header or footer). Let's make it as easy as possible for those site visitors to become your next clients!

Can you check all of these items off your list? Basic user experience is key to a successful website: with this checklist in mind, you'll be ready to start booking clients!