

Mini Website Audit

Use this checklist to quickly assess your website's performance in key areas like user experience, design, and functionality. Identifying and addressing these aspects can significantly improve user satisfaction and engagement.

User Experience (UX)



The ease with which your website can be used and navigated is key to engaging visitors. A good UX will reduce bounce rates and increase conversions.

TIP: Use heat mapping tools to understand how users interact with your site and identify areas for improvement.

- Site loads quickly (under 3 seconds)
- Navigation is intuitive
- Content is easy to read (e.g. font size, contrast)
- Website is mobile-friendly
- Forms are easy to complete (e.g. contact us, newsletter signup)
- Contact information is available

Content



High-quality, relevant content is key to attracting and retaining visitors. It should quickly convey your product or service benefits and convince users you can satisfy their needs.

TIP: Regularly update your content to keep it fresh and relevant. This can also help with SEO.

- Content is up-to-date and relevant
- No spelling or grammatical errors
- Headings and subheadings used effectively
- Unique selling propositions (USPs) are clear
- Call-to-actions (CTAs) are clear and compelling



Search Engine Optimisation

SEO helps your website rank higher in search engine results, making it easier for potential customers to find you. Focus on both on-page and technical SEO elements.

TIP: Use keyword research tools to identify terms your target customers are using to search for products or services like yours and naturally incorporate these into your content.

- Each page has a unique title tag and meta description
- URLs are descriptive and SEO-friendly
- Images have alt text
- Content includes relevant keywords naturally
- Website has an XML sitemap



Technical SEO

Technical SEO ensures that search engines can effectively crawl and index your site. It also contributes to a better user experience and site security.

TIP: Regularly check your website's performance using tools such as Google PageSpeed Insights and address any issues promptly.

- Website is secure (HTTPS)
- No broken links
- Robots.txt file is properly configured
- Site is registered with Google Search Console
- Page speed is optimised for both mobile and desktop

BONUS SEO TIPS!

Optimise for Featured Snippets: Structure your content to answer common questions directly. This can help you appear in the coveted "First Page" on Google.

Boost Internal Linking: Connect your pages with relevant internal links to enhance user navigation and spread link equity.

For more SEO insights, check out our full blog: [9 SEO Secrets to Unlock Hidden Potential](#)

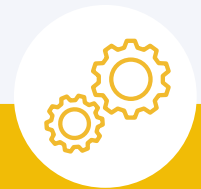


Design and Branding

A well-designed website reflects your brand values and professionalism. Consistent branding helps build trust and recognition among your audience.

TIP: Use your brand's style guide to ensure consistency across all visual elements of your website.

- Design is aligned with brand identity
- Colour scheme is consistent
- Logo is high-quality and prominently displayed
- Images and graphics are high-quality and relevant



Functionality

Ensure all elements of your website work as intended across different devices and browsers. A fully functional website provides a smooth user experience and enhances credibility.

TIP: Regularly test your website's functionality, especially after updates or changes.

- All forms work correctly
- All internal and external links work
- Social media integration is present and functional
- Website is compatible with major browsers (Chrome, Firefox, Safari, Edge)



Analytics and Tracking

Analytics provide valuable insights into your website's performance and user behaviour. This data can guide your optimisation efforts and marketing strategies.

TIP: Set up custom dashboards in your analytics tool to easily monitor your most important metrics.

- Google Analytics (or equivalent) is installed
- Goal tracking is set up for important conversions
- Event tracking is in place for key user interactions



Security and Legal

Maintaining a secure website and complying with relevant laws and regulations protects your business, your customers and your website users.

TIP: Regularly update your website's software and plugins to patch any security vulnerabilities.

- SSL certificate is up to date
- Privacy policy is present and up to date
- Terms of service are available if applicable
- Cookie consent is implemented if required

Next Steps

By completing this audit, you will be able to:

1. Prioritise any issues found
2. Create an action plan to address high-priority issues
3. Implement changes systematically
4. Re-audit your website annually to ensure continued optimisation.

Need help with your website?

We've got your back! As website pros, we can help you make your website outperform your competitors. Whether it's design, content creation or tech setup, our team is ready to jump in.

Reach out to us today and let's take your website to the next level together!

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“C4B Media were recommended when we were looking for a marketing agency in 2021. They redesigned our website, updated our branding and manage all our marketing. We've grown as a result and now I trust them fully to get on with the job, professionally.”

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