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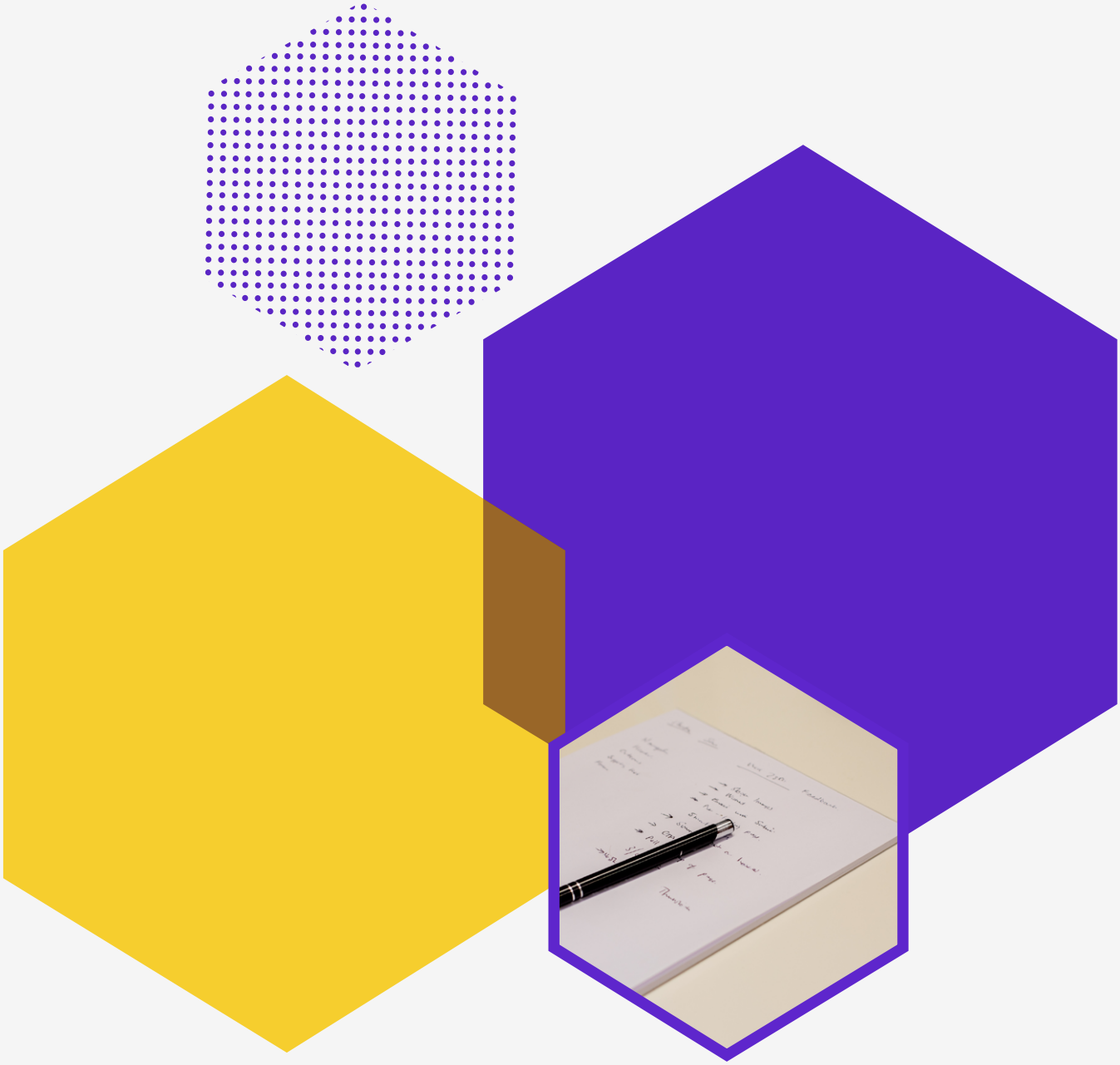

Website audit

checklist.

Contents.

1 **Benchmark reporting**

2 **Content**

3 **Content Management System**

4 **On-page SEO analysis**

Content and keywords
HTML mark-up
URLs

5 **Technical**

6 **Usability**

User experience
Homepage
Accessibility
Navigation
Search
Links
Layout
Forms
Content

7 **Lead generation**

8 **Design**

9 **Architecture**

10 **Social media**

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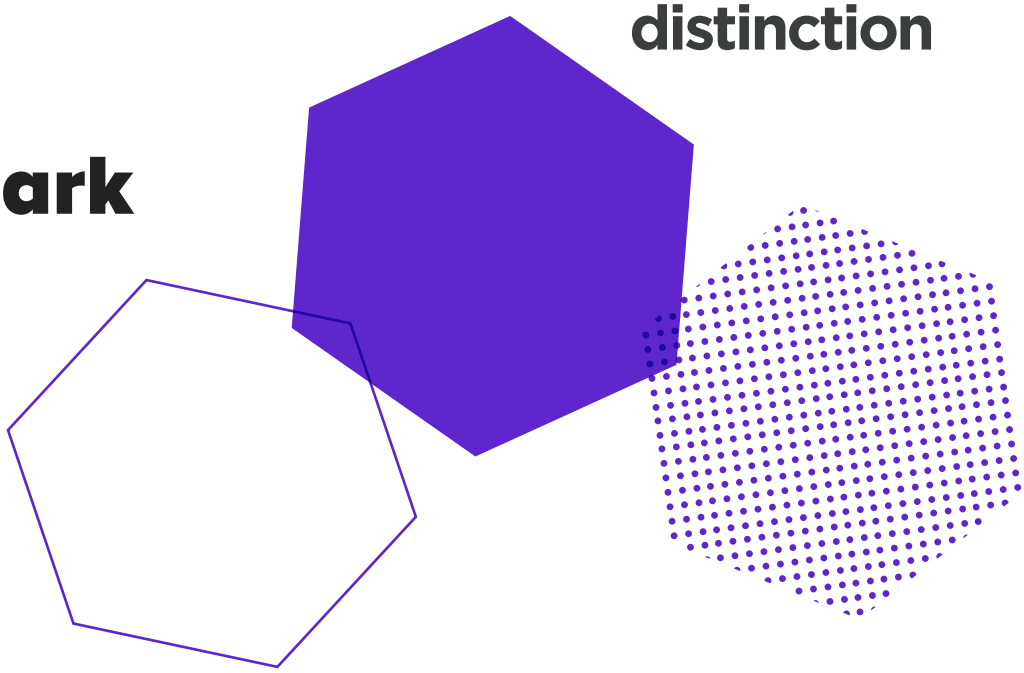
1. Benchmark reporting.



- ☐ How many visits does your site get on average each month?
- ☐ What are your current top traffic sources?
- ☐ What are your current top referral sources?
- ☐ What is your average monthly bounce rate?
- ☐ What is your monthly time on site average?
- ☐ What is your average monthly conversion rate?

2. Content.

- ☐ Does the homepage clearly describe your offering?
- ☐ Are you consistently providing new content?
- ☐ Is your content unique and original?
- ☐ What is your top performing content?
- ☐ Do you have a variety of content formats (article, blog post, informational page, landing page, infographic, video, etc.)
- ☐ Where are the gaps in your content? Where are your customers' needs not being met, or their questions being answered?
- ☐ Are there any grammatical or spelling errors?
- ☐ Are there any factual inaccuracies?
- ☐ Are there excessive or malfunctioning ads?
- ☐ Do you have a clear content strategy in place?
- ☐ Is related content on your site internally linked?
- ☐ Do you have a clearly defined target audience or buyer persona?
- ☐ Is the content appropriately pitched to them?
- ☐ Is your CMS running on the latest version?

3. Content Management System.

→ How easy is it to:

- ☐ edit content?
- ☐ create new sections?
- ☐ create new pages?
- ☐ control workflows between team members?

→ Does the CMS support:

- ☐ Personalisation?
- ☐ Omnichannel content distribution?
- ☐ Other features that may be useful to facilitate future growth (e.g. multi-lingual / multi-site capability?

☐ Will the platform scale sufficiently to accommodate future growth?

4. On-page SEO analysis.

Content and keywords

- ☐ Is the content helpful for its audience?
- ☐ Does the content offer reflect what is promised by the meta data and page title?
- ☐ Do you have duplicate content across the site?
- ☐ Do you have any thin content?
- ☐ What are the main keywords you want to target?
- ☐ Which of your target keywords do not currently have their own dedicated landing page?
- ☐ Are they any “easy wins” you should go after?
- ☐ Are your keyword selections too ambitions or too conservative?
- ☐ Does the content contain targeted keywords in the title, meta description, and first few paragraphs?
- ☐ Is there any keyword stuffing in your content?
- ☐ Are two or more pages on your site competing for the same keyword?

HTML mark-up

- ☐ Are you missing any H tags?
- ☐ Does your H1 tag include a targeted keyword?
- ☐ Do all your pages have meta descriptions?
- ☐ Does the page title exceed 70 characters?
- ☐ Does the page title effectively describe the page's content?
- ☐ Does the page title contain a targeted keyword? Is the keyword at the front of the title?
- ☐ Does the meta description exceed 155 characters?
- ☐ Do images' alt text and file names include relevant descriptions of the image and the target keywords?
- ☐ Do outbound links point to trustworthy sites?
- ☐ Do the links use relevant anchor text? Does the anchor text include targeted keywords?
- ☐ Are any of the links broken?
- ☐ Is the page avoiding frames and iframes?
- ☐ Does the page have an appropriate content-to-ads ratio?

URLs

- ☐ Is the URL less than around 115 characters?
- ☐ Does the URL include relevant keywords?
- ☐ Does the URL avoid using excessive parameters?
- ☐ Is the URL using hyphens to separate words?
- ☐ Do you have any URL-based duplicate content?

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5. Technical.

- ☐ How many pages on your website are indexed by search engines?
- ☐ Do your pages load in two seconds or less?
- ☐ Does your server run on 99% uptime?
- ☐ Do you have a robots.txt file?
- ☐ Does your site have 40x or 50x errors?
- ☐ Are there redirect issues?
- ☐ Does your site have an XML sitemap?
- ☐ Does your site have an image XML sitemap?
- ☐ Do you use pagination tags?
- ☐ Are there problems with integrated third-party tools or services?
- ☐ Is the site mobile friendly?
- ☐ Is the site responsive for different devices?
- ☐ Does your site have an SSL (secure-socket layer) certificate?

6. Usability.

User experience

- ☐ Is the website professionally-designed and up-to-date?
- ☐ Does registering provide real value to users?
- ☐ Is pricing transparent?
- ☐ Is product and service information uncluttered and easily scannable, and can images be enlarged or zoomed in on for more detailed viewing?
- ☐ Does currency, language, country specific details, taxes or delivery options change automatically based on user's location?

Homepage

- ☐ Is there a clear CTA so users know what to do next and why it benefits them?
- ☐ Does the homepage create a positive first impression and support conversion?
- ☐ If a user logs in on the site, is their username displayed?
- ☐ Are major changes to the site, such as website downtimes, announced on the homepage?
- ☐ Is company location and contact information easily accessible from the homepage?
- ☐ Is a privacy policy clearly displayed if the site collects information about users?

Accessibility

- ☐ Are alt attributes provided for non-text elements, such as images & maps?
- ☐ Are captions and transcriptions used for audio and video?
- ☐ Is font size and spacing easy to read?
- ☐ Is there an adequate text-to-background contrast?
- ☐ Are Flash and add-ons used sparingly so that site speed is maintained?
- ☐ Does the site have a custom not-found or 404 page that guides visitors to content?

Navigation

- ☐ Is the main navigation easily identifiable and intuitive to use?
- ☐ Are navigation labels clear and concise?
- ☐ Are the number of buttons or links within the navigation reasonable?
- ☐ Is the company logo linked to the homepage?
- ☐ Is site search prominent and easy to access?
- ☐ Is the navigation consistent on every page?
- ☐ Are links descriptive? Have you avoided using “click here”?
- ☐ Is there a site description in the window title which is easily understandable as a bookmark?
- ☐ Does the site URL work with or without www.?

Search

- ☐ If the site is large, do you have a search feature?
- ☐ Is search available on every page, not just the homepage?
- ☐ Is the search box wide enough so that users can see what they have typed?

Links

- ☐ Are links consistent in style and easy to identify?
- ☐ Are links used sparingly enough that they don't disrupt your content?
- ☐ Are important commands, such as "Pay Now," displayed as buttons rather than links?
- ☐ Is visited link colour different that unvisited?
- ☐ Are there any broken links that need fixing?

Layout

- ☐ Is the site responsive to different screen sizes?
- ☐ Does the site avoid horizontal scrolling on every device?
- ☐ Is related information grouped together clearly?
- ☐ Are page layouts consistent across the whole website?
- ☐ Is there enough white space on the page to support scanning?

Forms

- ☐ Do you introduce your form with compelling copy?
- ☐ Does the form length reflect the value of your offer?
- ☐ Are only necessary questions asked in forms?
- ☐ Does your form contain fields to help you qualify the lead?
- ☐ Have you validated each form field and made the purpose of the form clear?
- ☐ Have you made use of pre-fill form fields?
- ☐ Do you provide users with examples of the format and types of information you are looking for in each form field? For example, if you need users to include a country code with their phone number.
- ☐ Do you use drop-down menus or radio buttons where appropriate?
- ☐ Do you make the form appear shorter by grouping related information on the same row? For example, first and last name.
- ☐ Have you linked to your privacy policy, so users will trust you with their information?
- ☐ Is the CTA button clear and descriptive? Do you avoid using the term “Submit” on your CTA button?
- ☐ Is your form placed inside a container to distinguish it from the rest of the page?
- ☐ Have you A/B tested where on your landing page your form performs best on your site?

Content

- ☐ Are major headings clear and descriptive?
- ☐ Is content easily scannable? Are there short paragraphs, descriptive sub-headings, lists, and images?
- ☐ Is content written with common language that users easily understand?
- ☐ Is critical content above the fold?
- ☐ Is content useful and up-to-date, providing the answers to the most common questions asked by users?
- ☐ Are styles and colours consistent?
- ☐ Are ads and pop-ups unobtrusive?
- ☐ Are URLs short, meaningful, and user-friendly?

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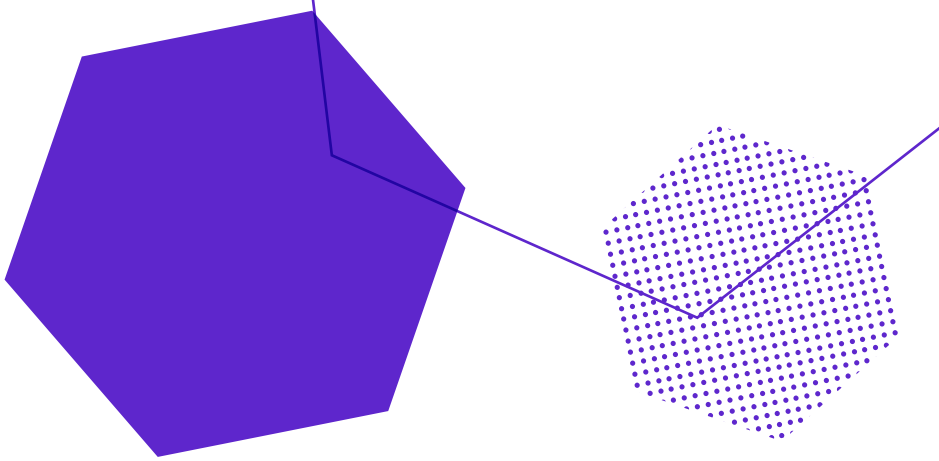
7. Lead generation.

- ☐ Is there a CTA or a pop-up on the homepage?
- ☐ Are you offering something in exchange for information?
- ☐ Are the steps to conversion clearly mapped out?

8. Design.

- ☐ Does the design align with your offline marketing and branding?
- ☐ Is the text easy to read against the background? Is there sufficient contrast and no busy images behind the text?

9. Architecture.



- ☐ Do you have breadcrumbs enabled?
- ☐ Are your target pages linked to from your top-level navigation?
- ☐ Are you using SEO optimized titles in your top-level navigation?
- ☐ Is your top-level navigation well organised for users to find the information they need with minimal clicks?
- ☐ Do you have a footer on your website?

10. Social media.

- ☐ What platforms do your target customers use?
- ☐ What platforms are appropriate to your business model?
- ☐ What type of content do your customers enjoy?
- ☐ How do your target customers engage with content? Are they more likely to like, share, or comments?
- ☐ Do you have social sharing buttons on your site?
- ☐ Do you have open graph and twitter card snippets enabled?
- ☐ What social platforms are your competitors using?
- ☐ How often are they posting?
- ☐ On which days and at what times do they post? When do they get the most engagement?
- ☐ Are they using original images or graphics?
- ☐ Is the content they are sharing leading back to their website?
- ☐ What is their voice and tone? Is it appropriate for the platform? Is it working for them?
- ☐ Do they include CTAs in their posts?

Let's work together

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