

---

# Website Assessment

## Content

- Is it immediately clear to a visitor who we are and what we offer?
- Is our contact information accurate, complete, and very visible?
- Do we have well-developed content within each page that a visitor would find helpful and engaging?
- Does the tone of our content reflect our brand?
- Do we provide appropriate transparency for visitors, including photos and bio within an About page?
- Do we have an ongoing strategy for content management that drives traffic to our website?

## Structure

- Is the site design intuitive?
- Is it easy for a visitor to find what they're looking for using our site navigation?
- Do we have structural consistency throughout our website?

## Aesthetics

- Does the overall appearance look outdated?
- Does the overall appearance accurately reflect our brand?
- Is our logo clean and current?
- Is the site design creative yet simple?

- Are the colors used throughout our site visually pleasing and support our branding?
- Do we have professional quality images and are they supporting the message we want to convey?
- Is our website cluttered with text and graphics? Or do we have ample white space to aid in readability?

## Conversions, Results

- Are we generating leads from our website?
- Do we have at least one primary CTA throughout our website?
- Are we receiving any feedback from our website visitors?

## User Experience (UX)

- Does the visitor have a positive experience, one that initiates trust and relationship and interest in returning?
- Is the visitor drawn further into our website or is our bounce rate high?
- Is our website viewable on all devices (Responsive, Mobile-Friendly)?
- Are Page titles user-friendly
- Do our headings effectively summarize page content for both users and search engines?
- Feeds - available for RSS
- Are we linked to our Facebook page?
- Are we linked to other Social Media?

## SEO Audit

- Google My business Pages?
- Site title and meta description?
- Primary pages optimized with page title, meta description, and content?
- Permalink structure intact?
- Contact info viewable on each page?
- Alternative text incorporated?
- Recently updated?
- URL format - readable to search engine and humans?
- Internal links - are there broken links? Are there internal links on each page?
- Code quality
- Server behavior - good load time?
- Meta tags - meta descriptions, meta data created?
- Analytics - Google analytics implemented?
- Incoming links?
- Google+ page linked?

## Additional Observations