

Website Audit Checklist

1. Clarify what the business does within 10 seconds.
2. Make the primary call to action obvious.
3. Keep navigation simple and specific.
4. Make service pages focused and outcome-driven.
5. Check the mobile layout on a phone.
6. Confirm the site feels fast and responsive.
7. Review headings, titles, and internal links for SEO.
8. Verify focus states, labels, and contrast for accessibility.
9. Test the contact form and post-submit expectations.
10. Sort issues into blockers, trust issues, and long-term improvements.