



Website Audit Checklist for:

Website

Date

BRANDING	
	Make sure the overall look and feel of the site appealing
	The logo looks professional and of good image quality
	The fonts and typefaces are easy to read and consistent
	Colors are consistent and used appropriately to draw attention
	Images are consistent with the rest of the branding
	The overall branding is appealing and embodies the message you're trying to send
CONTENT	
	Each page has relevant content (information about your services on the services page)
	The copy is organized into short, readable sentences and paragraphs
	Headings and subheadings have been used to break up the copy
	Images have been used sparingly to break up the copy and provide a visual aid
	Icons have been used where appropriate
	The copy had been checked for grammar and spelling
	The language comes across as informative, professional and friendly
HOMEPAGE	
	The logo/business name is clear and distinct
	The main navigation is easy to locate and understand

	The branding has been used consistently
	Only important information is on the homepage (ie portfolio, an overview of services and contact form)
	Links to active social media pages where clients can connect with you
	Links to a professional email/phone number
SUBSEQUENT PAGES	
	The logo/business name is clear and distinct
	The main navigation is easy to locate and understand
	The branding has been used consistently
	Content and copy is clear, professional and easy to read
	The content is relevant to the page
	Calls to action are used where appropriate
	The page encourages users to continue to navigate the site (ie go to another page, use a contact form)
CONTACT FORM	
	The plugin being used for the contact form is reliable
	The contact form collects relevant information (name, email, phone, what service they're interested in, space to type a message, etc.)
	The form submits correctly, and the message is sent to the correct email address
FOOTER	
	Contact information is contained in the footer (links to social media, email and phone number)
	Links to cookie policy and privacy policy pages
ACCESSIBILITY	
	The site is accessible to viewers with disabilities
	Every image, video, or audio file has an alternate means of access (ie alt text, closed captioning, available transcript)
	The text has a strong contrast to the background and includes plenty of white space
	Important text is emphasized with bold, italic and underline styles
	Content is organized with headings and lists
	The links provide context with accurate and informative link text
	Capitalization is used properly

	All tables are using appropriate alt-tags
LINKS	
	All of the links on the page work correctly
	All of the links go to the desired location
	Any links that navigate away from the site open in a new tab
	Links are clear and informative about the destination
MEDIA	
	All media has informative alt text attributed to it
	Images and videos are used sparingly and where appropriate
	Images and videos are of good quality and resolution
	Credit for media has been given where necessary
	Media is watermarked where/if appropriate
	Video and audio files DO NOT auto play
MOBILE RESPONSIVENESS	
	All of the pages have been checked for their mobile responsiveness
	All of the pages adapt to screen size and device
	All pages look good and are easy to navigate on every size of device from desktop to mobile
COOKIES	
	You're using a reliable cookie plugin
	Cookie information is displayed clearly on the site
	The cookie banner gives the user accurate information on cookies
	The cookie banner gives the option to opt-out of and manage cookies
PRIVACY	
	Privacy information is displayed clearly on the site
	The privacy policy contains the company name, location and contact information
	The privacy policy includes details of what information is collected from users
	The privacy policy includes details of how information is collected and used
	The privacy policy tells the user how the site owner protects this information

	The privacy policy gives the option to opt-out of cookies
	Does the privacy policy mention any third-party apps used to collect, process and store information?
SECURITY	
	The site is secure (SSL)
	Do user input forms require CAPTCHA, etc.?
SEO	
	The site includes internal and external links where appropriate
	The site has a title, tagline, and favicon
	The site has a blog or other content that gets updated regularly
	A sitemap is registered for the site
	The site doesn't have any 4XX error codes
	All of the links on the site work
SPEED	
	The site has been checked for a speed test score
	Any significant improvements that could be made have been
	Images and videos load well on all devices

If you are not happy with the results of you audit – Feel free to contact WebShotOne. We would be glad to look at your site with you and make some suggestions.

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