

# WEBSITE AUDIT CHEAT SHEET

31 SIMPLE TOOLS TO IMMEDIATELY IMPROVE YOUR WEBSITE!

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## THIS MAY BE THE PROBLEM...

- Unclear objectives
- No white space between paragraphs
- Long paragraphs
- Impossible to find the pages needed
- Not speaking to the ideal client
- Targeting everyone and ending up with no one or the wrong audience
- No proper call to action
- No fresh content
- Is not user friendly
- Unappealing to the ideal client
- And much more...

One of the most important tasks to take before embarking on creating more content or launching a product/service is to do a **website audit** - on your own or get help from a professional if the problems are more than you can handle.

These simple 31 **Yes** or **No** questions will help you get started on improving your website *instantly* without hiring a professional.

However if you have more than 15 "no" in your answers, please allow me to have the honor to help you out. Email me: <a href="mailto:info@travelwritingpro.com">info@travelwritingpro.com</a>



## CHECKLIST YOUR OFFER

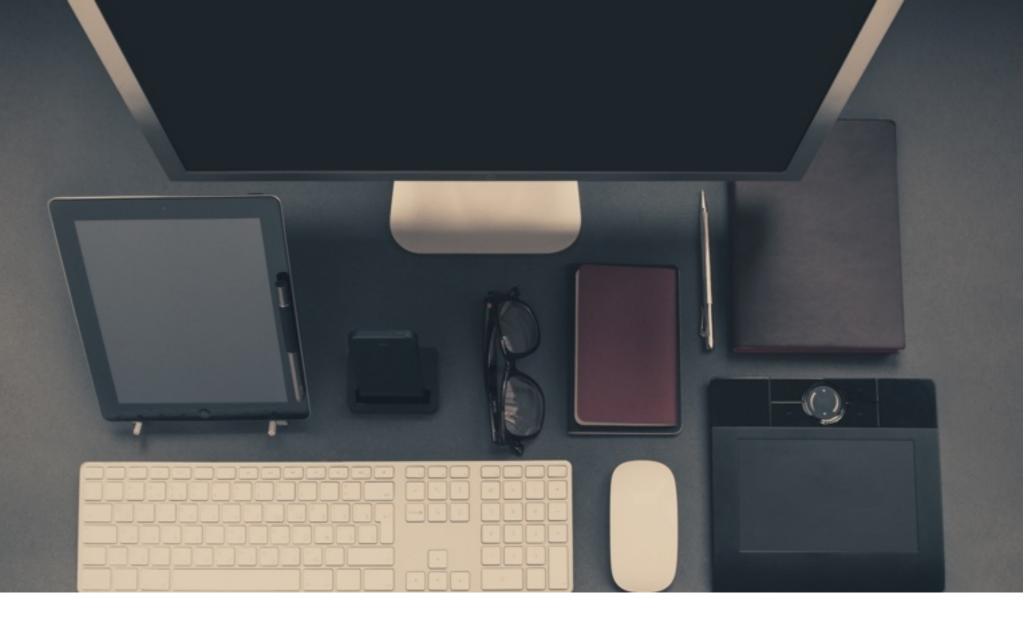
1.	Do you know your ideal client? Their pain points?	YES	NO
2.	Can you describe your ideal client in 160 characters?	YES	NO
3.	Do you have at least one product or service on your website?	YES	NO
4.	Do you have an opt-in form on your website?	YES	NO
5.	Is your lead generation tool in place?	YES	NO
6.	Do you have an email list?	YES	NO
7.	Is your free offer less than six months old (is it relevant)?	YES	NO
8.	Do you have a clear call to action for every page?	YES	NO

## NAVIGATION TOOLS AND WEBSITE USABILITY

9. Do prospects know what your website is about when they glance at the pages?	YES	NO
10. Do you have one row of navigation tabs on your home page?	YES	NO
11. Do you have clear navigation tools with clickable links to the appropriate pages?	YES	NO
12. Will it take less than three clicks before prospects find the pages they are looking for?	YES	NO
13. Do you have a Contact page for prospects to contact you?	YES	NO
14. Do you have an About page with your photo/logo (and your team)?	YES	NO
15. Do you have the most important products/services, opt-in offer prominently displayed on your navigation bar and/or side widgets?	YES	NO
16. Are the links clickable (look out for broken links)?	YES	NO
17. Do you have just one call to action on each page?	YES	NO
DESIGN AND COLORS		
18. Is your color scheme user friendly?	YES	NO
19. Do you have the same fonts on every page?	YES	NO
20. Is there consistency in fonts and colors for each page?	YES	NO
21. Do you have white spaces between images and text and in between texts? (too cluttered?)	YES	NO
22. Are your paragraphs less than five sentences long?	YES	NO
23. Do you have at least one image related to the content in each page?	YES	NO

## CONTENT

24. Is your website mobile friendly?		
25. Are you adding fresh content through blogging at least once a week?	YES	NO
26. Did you check if your website is compatible with major browsers like Firefox, Chrome, Internet Explorer?	YES	NC
27. Are you producing high quality content that your ideal clients are looking for?	YES	NO
28. Are you integrating social media sharing tools on your website?	YES	NO
29. Do you have focused keywords in your content, title and images?	YES	NC
30. Do you have a tagline that conveys a clear and informative message on what your website is about?	YES	NO
ULTIMATELY		
31. Is your website showing what your prospects are looking for with one click?	YES	NO



### What's your next step?

If you want to take your website to the next level, it's time to make some changes on your own or get help. I'm here to answer any questions you may have. You can send your questions to info@travelwritingpro.com.

For your success! - Claudia Looi

For website audit services, please visit my website audit service page here: www.travelwritingpro.com/website-audit-service/

Send me an email at <u>info@travelwritingpro.com</u> with this special code: #services50audit for a \$50 discount for my website audit service.

I'm here to serve if you need:

- Weekly web content, e-newsletters and or social media content
- Lead generation services
- Website audit services
- Identifying your ideal client and your overall message
- Consultation