

A black and white photograph of a modern office interior. The scene is dominated by large windows that let in bright light, creating a high-contrast environment. In the foreground, several people are silhouetted against the light, sitting at tables or desks. The ceiling features modern, spherical pendant lights. The overall atmosphere is professional and contemporary.

WEBSITE AUDIT CHEAT SHEET

**31 SIMPLE TOOLS TO IMMEDIATELY IMPROVE
YOUR WEBSITE!**

Claudia Looi

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boomf

Discover apps before they launch.

A curated list of apps coming soon.

The best apps that are coming soon

"coming soon" iPhone apps

boomf
Discover
great apps
before they
launch.

t f

t f

Release
Date

t f

Keynote
Date: Ag.

IS YOUR WEBSITE
THE BEST KEPT
SECRET?

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: info@travelwritingpro.com



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? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 25. Are you adding fresh content through blogging at least once a week? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 26. Did you check if your website is compatible with major browsers like Firefox, Chrome, Internet Explorer? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 27. Are you producing high quality content that your ideal clients are looking for? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 28. Are you integrating social media sharing tools on your website? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 29. Do you have focused keywords in your content, title and images? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
| 30. Do you have a tagline that conveys a clear and informative message on what your website is about? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |

ULTIMATELY

- | | | |
|---|---------------------------------|--------------------------------|
| 31. Is your website showing what your prospects are looking for with one click? | YES
<input type="checkbox"/> | NO
<input type="checkbox"/> |
|---|---------------------------------|--------------------------------|



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 info@travelwritingpro.com 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