

✓ Easy Website Audit Checklist

Six essential quarterly website checks that your marketing will love.

Call-to-Actions / Buttons

- All buttons click and are functioning
- My call-to-action fits the customer journey
- It is easy for people to contact me or purchase a product

Homepage Hero

- Passes the 6-second glance check. It's clear who we are and what I do for visitors.
- Images and graphics align with my brand
- There is at least one call-to-action button

Navigation

- All links in the menu function correctly
- All links are essential; everything else is moved to the footer.
- Button or call-to-action in the top right corner

Footer

- Contact info, copy, and social links are correct
- All pages links are included and correct

Build Trust

- New testimonials or reviews are added to the homepage
- Published content solves a problem your customers are having

Semi-Technical

- Checked page load speed and fixed any large images
- Reviewed mobile layout for layout and flow

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