

Website Assessment Checklist



Website Assessment Checklist

URL:

Date:

Page & Issue	Why this is important	Priority
Home page		
Page title length <65 characters & includes keywords	Google doesn't show more than 65 characters in search results. Check if it contains the most important keywords and tidy it as part of SEO	<input type="checkbox"/>
Meta description <150 characters & includes benefit oriented copy	This is like a book back cover. It motivates people to click to visit your site.	<input type="checkbox"/>
All pages have unique meta description	So, Google doesn't give a duplicate content penalty.	<input type="checkbox"/>
Slim top menu so you can see more of the website below. Ideally 5, no more than 7 menu items. Contact menu far right & readable font colour	The first visible screen before you scroll is the most important 'real estate.' It needs to show what's beneath the image to lead people through.	<input type="checkbox"/>
Core benefit and action as well as keyworded H1 visible above the fold	Google crawls what words appear "above the fold." Site needs to communicate what you do in 2 seconds to get engagement.	<input type="checkbox"/>



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Home page		
Catchment obvious & branches/locations	So, they know if you're local.	<input type="checkbox"/>
Logo – readable. Logo landscape and subtext >12 point	Avoids small text penalty.	<input type="checkbox"/>
Text is not expanded	Hard to read	<input type="checkbox"/>
Ideally not a big banner, or multiple banners. Reduce number of rotating pics to 3 OR if ecommerce have 3 sections here = one big one, two small ones to drive people to categories	Affects speed score and ability to rank at number one on phrases. Makes site heavy and slow to download	<input type="checkbox"/>
Phone numbers should be clickable – and a goal	So people can click through from a mobile phone, and also to measure success from site	<input type="checkbox"/>
Banners need headline. Obvious what the banner images are. Banner images are sized for mobile	Engagement & speed to download.	<input type="checkbox"/>



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Home page		
<p>Have some intro text on home page with H1 header. Headline + 50 words describing what problem you solve with keywords in it.</p>	<p>H1 header important factor for ranking. Need to show what problem you solve for people so they engage.</p>	<input data-bbox="1262 636 1398 730" type="checkbox"/>
<p>Ecommerce Ideally show three categories – hero categories 40% of page Look at sales – work out the top 10 categories or products (profit/volume of sales). Feature top categories and top products - at least visible before we scroll.</p>	<p>We need to help people into the most likely top telling areas to reduce bounce rate (exit). Benefit heading on rotating pics.e.g. cut through concrete quickly without back breaking... One category could be ‘new’ or a ‘feature’ product or category that changes out for regular visitors.</p>	<input data-bbox="1262 960 1398 1055" type="checkbox"/>
<p>Make it easy with sub sections to lead people through to most visited pages.</p>	<input data-bbox="715 1554 1203 1727" type="checkbox"/>	<input data-bbox="1262 1554 1398 1648" type="checkbox"/>
<p>No text in long chunks – ideally 50 or 80 words per chunk, or if three columns, 25-30 words per column.</p>	<p>Easy to grasp key points by scanning</p>	<input data-bbox="1262 1796 1398 1890" type="checkbox"/>



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Home page		
Keyword topics or semantic phrases continued through the page and subheadings.	Enough text for Google to crawl to get keywords.	<input type="checkbox"/>
Make sure there's an H1 on every page.	Important for ranking.	<input type="checkbox"/>
Be clear who you are targeting.	Make it easy for different customer groups to see what's relevant to them. Showcase the industries you service & type of people you help to filter out those you don't want to attract.	<input type="checkbox"/>
Category page		
Category page has keyworded page title & meta description	For ranking.	<input type="checkbox"/>
Categories each need H1 and 80 words intro. Make room for a section of text.	Google can't crawl it if there are no words (only words it can see are the subcategory headings).	<input type="checkbox"/>



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Schema.org rich snippets set up.	Helps Google show your products for product searches, right at the top, with product pictures, so you get found more often.	<input type="checkbox"/>
Ecommerce Product names – could have keyword in the product name	Helps get keywords on page in ecommerce	<input type="checkbox"/>
Product page		
Ecommerce -free delivery? Needs to be clear	<input type="checkbox"/>	<input type="checkbox"/>
Include steps or what's involved.	Encourages action.	<input type="checkbox"/>
Credibility – social proof/reviews.	Need to convince people you're the one to deal with. 90% trust peer reviews. 14% trust what a company says.	<input type="checkbox"/>
Call to action- obvious button.	<input type="checkbox"/>	<input type="checkbox"/>



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Product page		
FAQ to answer objections.	<input type="text"/>	<input type="checkbox"/>
Irresistible Download with automation with those not ready to sign up now	<input type="text"/>	<input type="checkbox"/>
Make Add to cart button bright.	Makes it the most obvious item.	<input type="checkbox"/>
Ecommerce shots to show relative size & be clear cut.	So that people can see scale.	<input type="checkbox"/>
Description gives me benefits – who it’s for.	Convince.	<input type="checkbox"/>
Add in: Instock. Add feature: tell me when this is back in stock.	Improves order rate.	<input type="checkbox"/>
Enquiry form visible on each product page. Have product name auto complete on the form.	If they are teetering gives option to ask questions.	<input type="checkbox"/>



Page & Issue	Why this is important	Priority
Footer page		
Footer – privacy policy.	<input type="text"/>	<input type="checkbox"/>
Address – consistently used.	Important for local search.	<input type="checkbox"/>
Link to your social pages with invitation to follow.	<input type="text"/>	<input type="checkbox"/>
Action button on sign up to newsletter to be bright	<input type="text"/>	<input type="checkbox"/>
About page		
About page – what you stand for. How big, where located, customer video testimonials.	Credibility & trust to buy. Need to tell story.	<input type="checkbox"/>
Checkout page		
Single page checkout.	Improves conversion.	<input type="checkbox"/>
Credit card logos.	These can make the buyer more comfortable.	<input type="checkbox"/>



Page & Issue	Why this is important	Priority
Technical page		
Need GA4 & Google Tag Manager & event goals	So that you can track performance.	<input type="checkbox"/>
Speed test >75%	Reduces bounce rate.	<input type="checkbox"/>
Authority Score 20+.	You'll rank on most phrases.	<input type="checkbox"/>
Mobile		
Mobile menu is big enough to click with large fingers	<input type="checkbox"/>	<input type="checkbox"/>
Menu should be on right	<input type="checkbox"/>	<input type="checkbox"/>
Logo is suitable size – may be simpler	<input type="checkbox"/>	<input type="checkbox"/>
Contact page		
Phone number on first scroll.	<input type="checkbox"/>	<input type="checkbox"/>
Consider image of store on it.	<input type="checkbox"/>	<input type="checkbox"/>



Page & Issue	Why this is important	Priority
Map for location.	<input type="text"/>	<input type="checkbox"/>
Add a human image to make it look attractive.	<input type="text"/>	<input type="checkbox"/>
Chat option.	<input type="text"/>	<input type="checkbox"/>
Submit button bright.	<input type="text"/>	<input type="checkbox"/>
Other		
Opt-in bribe – Exiting off site offer.	Capture the details of those interested but not yet ready to buy.	<input type="checkbox"/>
Cart abandonment email set up?	<input type="text"/>	<input type="checkbox"/>
Is there a thank you page after submitting an email on the contact us page?	Are you counting enquiries?	<input type="checkbox"/>
Careers Page		
What you stand for – why people want to work for you	<input type="text"/>	<input type="checkbox"/>



Page & Issue	Why this is important	Priority
Perks/benefits - why work there	<input type="text"/>	<input type="text"/>
Work culture	<input type="text"/>	<input type="text"/>
Ability to attach CV	<input type="text"/>	<input type="text"/>
Perks of working there	<input type="text"/>	<input type="text"/>