



## **Website Audit: Table of Contents**

**Audit performed for: [your name, your site]**

I Restatement of site goals and desired outcomes, audience

II General Overall Commentary

- A. Things site is doing right
- B. Things that can be improved
- C. General comments & priorities

III Layout and Aesthetics: General Recommendations

- A. Theme assessment
- B. Header
- C. Footer
- D. Navigation Menus
- E. Sidebar(s)
- F. Text size
- G. Fonts
- H. Icons
- I. Popups
- J. Social Networking
- K. Contact channels
- L. Colors & general aesthetics
- M. Overall user experience - flow to action items
- N. Misc.

IV Page by page:

- A. Layout
- B. Text/picture/video balance
- C. Content headers
- D. Content flow
- E. Misc. suggestions

V Conversions:

- A. General and specific pointers

VI Accessibility:

- A. Legibility
- B. Screen reader
- C. Colorblind

VII Responsiveness:

- A. Mobile Site
- B. Various devices
- C. Comments

VIII SEO Mechanics Snapshot:

- A. Loading time
- B. Webhost assessment
- C. Video Labels
- D. Keywords
- E. Recommendations

IX Tools for improvement

- A. General tools
- B. SEO tools

X Conclusion

- A. Top priorities - short term
- B. Secondary priorities
- C. Long-range
- D. General comments

[attachments: SEO metrics report]