



# Business Website Audit Worksheet

Date of Audit: \_\_\_\_\_ Performed By: \_\_\_\_\_

**Instructions:** Anyone in an organization participating in a brand's website property(s) should complete this audit. Please read the following and check only the boxes you are confident in. Once you finish, reflect on the areas where you need answers, then identify and understand which areas present liabilities to operations.

**Objective:** It's important to reflect on what you learn and consider how those items could affect your organization in continuous performance or in a time of need. *If you check 90% or more boxes, does this give you peace of mind and allow you to take time and craft your own perfect afternoon?*

## Business General

- Clear on what problems my business/products/services solve for customers
- Communicate and display this clearly to customers online
- My business has a very clear value proposition that's different than my competitors

## Website Property Basics

- Aware of where the domain is located (Registrar) and have access with User, Pass, and 2FA to a phone under my control
- Know the following:
  - Where my website is hosted, and I have access with User, Password, and 2FA to a phone under my control for FTP or to access cPanel
  - When my website is backed up (BU) and
  - If my website has an SSL certificate and when it expires
  - The CMS or "type" of the software powering my website
  - How to log in and edit my website
  - How to create/add/edit/delete access to my website
  - If my website runs a theme and is licensed to my company

- If my website has plugins or third-party software functions, what those are and if purchased, if on annual/monthly renewal, what email/account they are registered to, and how to bill
- If my website has “emailed forms” and where those are sent
- Have your Google My Business set up, you are the account owner, and verify the information every month for accuracy if you have a brick-and-mortar business
- I know what my “review and ratings” are and how I can help to control them

## Website Health

Please run your website through [GTmetrix](#).

- Happy with the results I see
- Understand the results and what each segment means
- Understand what is involved with each segment and how complex a modification/edit/fix is to make this better
- Have a special-styled and designed mobile responsive website
- Happy with the layout, navigation, and performance of my mobile/tablet responsive website design
- If eCommerce:
  - Products are easy to find, understand options and order quickly
  - Account creation or, Guest Checkout is simple
  - The order process is simple on a desktop or mobile device
  - Emailed receipts are correct, clear, and provide enough detail of what to expect
  - Know if desktop, mobile, or tablet brings the most orders

## Competition

**My three top competitors online are:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Competitor #1** - These are the reasons, I believe, why they are better than many companies online (larger, invest more \$, have a team, partnership with a large brand, etc.)

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**Competitor #2**

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**Competitor #3**

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## Reporting

- Is Google Analytics or another analytical program installed?
- Who is the master admin, and which email?
- Is Google Tag Manager on my website who manages those, and what is reported or tracked?
- Aware of and track the following information regularly
  - Visits
  - Top traffic source
  - Top referral source
  - Bounce rates
  - Time on site
  - Conversions/events

## Digital Advertising

If you are advertising online, you are aware of:

- Which platforms I am advertising at (Google Ads, Meta, AdRoll, etc.)
- Have master account access to an email I am in control of

