

## **Business Website Audit Worksheet**

| Date of Au           | ıdit: Performed By:   |
|----------------------|---|
| complete<br>Once you | <b>ns:</b> Anyone in an organization participating in a brand's website property(s) should this audit. Please read the following and check only the boxes you are confident in. finish, reflect on the areas where you need answers, then identify and understand as present liabilities to operations. |
| affect you           | It's important to reflect on what you learn and consider how those items could ar organization in continuous performance or in a time of need. If you check 90% or es, does this give you peace of mind and allow you to take time and craft your own ternoon?  |
| Busir                | ness General  |
| Со                   | ear on what problems my business/products/services solve for customers immunicate and display this clearly to customers online business has a very clear value proposition that's different than my competitors   |
| Webs                 | site Property Basics  |
| 2F <i>A</i>          | vare of where the domain is located (Registar) and have access with User, Pass, and<br>A to a phone under my control<br>ow the following:   |
|                      | <ul> <li>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</li> <li>When my website is backed up (BU) and</li> </ul>   |
|                      | ☐ If my website has an SSL certificate and when it expires ☐ The CMS or "type" of the software powering my website  |
|                      | <ul> <li>How to log in and edit my website</li> <li>How to create/add/edit/delete access to my website</li> <li>If my website runs a theme and is licensed to my company</li> </ul>   |
|                      |   |

| <ul> <li>If my website has plugins or third-party software functions, what those are a if purchased, if on annual/monthly renewal, what email/account they are registered to, and how to bill</li> <li>If my website has "emailed forms" and where those are sent</li> <li>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</li> </ul>  | nc |
|---|----|
| business  |    |
| I know what my "review and ratings" are and how I can help to control them  |    |
| Website Health  |    |
| Please run your website through <u>GTmetrix</u> .   |    |
| <ul> <li>☐ Happy with the results I see</li> <li>☐ Understand the results and what each segment means</li> <li>☐ Understand what is involved with each segment and how complex a modification/edit/fix is to make this better</li> <li>☐ Have a special-styled and designed mobile responsive website</li> <li>☐ Happy with the layout, navigation, and performance of my mobile/tablet responsive website design</li> <li>☐ If eCommerce:</li> <li>☐ Products are easy to find, understand options and order quickly</li> <li>☐ Account creation or, Guest Checkout is simple</li> <li>☐ The order process is simple on a desktop or mobile device</li> <li>☐ Emailed receipts are correct, clear, and provide enough detail of what to expect</li> <li>☐ Know if desktop, mobile, or tablet brings the most orders</li> </ul> | •  |
| Competition   |    |
| My three top competitors online are:  1   |    |

**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.)

| 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?   |
| <ul> <li>Aware of and track the following information regularly</li> </ul>       |
| ☐ Visits   |
| ☐ Top traffic source   |
| ☐ Top referral source  |
| ☐ Bounce rates   |
| ☐ Time on site   |
| ☐ Conversions/events   |
|  |
| Digital Advertising  |
| 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                        |

| <ul><li>Billing for these accounts goes to me on my CC/invoice account</li><li>Checking for changes and history</li></ul>                 |
|---|
| ☐ The performance data and comfortable with it  |
| Capability/performance of the account structure, campaigns, and creative  |
| ☐ The ROI (return on investment) overall and happy with it  |
| (   |
| SEO (Search Engine Optimization)  |
| <ul> <li>Aware of what SEO is and if it has been applied to my website</li> </ul>   |
| Conduct keyword gap analysis regularly  |
| Pay attention to what keywords I rank for and if they bring me business   |
| Know what keywords bring me traffic and can differentiate between broad term<br>long-tail terms, which are transactional or informational |
| Apply my keywords to content and publish content according to a strategy  |
| Aware of my backlink profile  |
| Aware if we are/are not focused on backlinking and why  |
| Aware of how and when to disavow links  |
| ☐ Monitor backlinks and efforts in content production or outreach to achieve  |
| ·   |
| Aware of PBNs, Directories, and Outreach networks, and if we use them   |
| Aware of historic Google updates and Core updated schedules   |
| ☐ Monitor and consider tactical changes post-core updates   |
| Take Away & Reflections   |
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