

Your 20 Point Website Audit Checklist

Use this checklist to ensure you create a modern effective lead generation website.

	Remember User Experience (UX) Is Everything!!
1	Buyer Centric – Make sure your website connects and engages your visitors.
2	Mobile Optimised – Has your website been optimised for mobile?
3	Navigation – Does your website get visitors to what they want in 2 clicks?
4	Speed Is Everything – It affects the user experience and your Google rankings.
5	Security – Are you using an SSL Certificate and https:// ?
6	Chat Bots / Live Chat – Set them up properly to help visitors – Conversion tool #1
7	Landing Pages – Any web traffic you control should be going to specific landing pages
8	Set up Your Blog – Set up an interesting blog of insights to connect and engage
9	Conversion Offers – Do you have multiple gated and free conversion offers set up?
10	Forms – Are all your forms connected to your CRM? Do they have dynamic fields?
11	Resources – Do you have a resources area to share useful insights, guides, checklists?
12	Positioning – Can a visitor understand what you do, who you do it for and why you are better than anyone else within 5 seconds of visiting your website?
13	Conversion Optimisation – Do you have conversion paths of Calls To Action, Landing pages and Thank you pages set up across your website.
14	Search Engine Optimisation – Are your pages, landing pages and blog posts set up to rank well for the right keyword phrases?
15	Video Content – Are you using video across your website to connect and engage with visitors.
16	Culture Content – Do you tell your story and share your mission, values and vision so people emotionally connect with your business?
17	Keep it clean – Make sure you use a modern clean design, avoid too much text and focus on images, video and icons to link content together.
18	Dynamic Content – Have you created dynamic content that changes based on the visitor and their lifecycle stage i.e a customer sees different content to a lead.
19	Re-Marketing – Have you added pixels to your website from LinkedIn, Google, Facebook and Twitter to build custom audiences for re-marketing?
20	Website Analytics – Are you measuring key metrics to show how your website is performing.

Need any help with this activity? [Email me on richard@goberemarkable.com](mailto:richard@goberemarkable.com)