

SELF-GUIDED

# Website Audit

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**wavelength**

strategic insight to empower brands

# Overview

Your website should continually evolve to ensure that your brand remains relevant as target audience's change in response to market conditions.

Traditional website audits evaluate technical features, SEO, and limited design performance while largely ignoring more impactful aspects of a site such as user experience, messaging, and funnel management.

If you have not evaluated your site in the past 12 months or are considering a website update or overhaul, this self-guided website audit can help you identify areas that need to be addressed or improved from the prospect's and customer's point of view.

## How This Information Can Be Used

**The goal of this assessment is to help you...**

### **Identify Opportunities**

For how your website can evolve and adapt to the needs of your users and generate more leads.

### **Implement Changes**

By understanding the strengths and weaknesses of your site design, navigation, content, and engagement that directly affect the user experience.

### **Correct Technical Issues**

That have a negative impact on the user experience and interrupt lead funneling.

### **Consider the Bigger Picture**

Of how your website integrates with your overall marketing strategy and sales tactics.

# Evaluation 1. User Experience (UX)

## Definition

The user experience includes all aspects of a visitor's interaction with your website, including usability, seamless integration of products, services, and markets, and meeting the user's needs and expectations.

## Why It Matters

A positive user experience that meets the user's needs generates more leads and builds brand loyalty.

## Questions for Consideration

- Do you have a simple yet intuitive website design and page layout?
- Are your conversion paths and/or processes intuitive?
- Are you helping potential customers self-sort by application and narrow their choices?

## Aspects for Evaluation

- Is there consistency in how fonts, colors, and other important visual elements are being used?
- Is there a clear hierarchy of information so it is easy for visitors to understand what they will find on the page and where they might look for the information they need?
- Does your content organization strategy unintentionally dilute SEO content and interfere with organic search goals?
- Is your product or service naming convention logical and easy for audiences to interpret?

# Evaluation 1. User Experience (UX)

## Evaluation Instructions

Rate each line item with a number based on the criteria below (1-3). Add your total to determine your website's score for this section.

## Evaluative Criteria

**1** poor   **2** average   **3** excellent

- Clear, consistent navigation
- Natural visual flow free of clutter
- Quickly scan and prioritize content based on need
- Clear primary and secondary actions
- Optimized for mobile
- Confirmation of completed action (e.g. form submission)
- Adheres to UX style guidelines
- Font and color hierarchy
- Transitions and spatial relationships
- Intuitive design and functionality with clear visual hierarchy

**TOTAL SCORE: \_\_\_/30**

# Evaluation 2. Content & Engagement

## Definition

Content includes all of the messaging, images, text, downloads, videos, audio, and information available from your website. Engagement is the degree to which these elements are relevant and meaningful to the user and move the user to action.

## Why It Matters

Meaningful, relevant content attracts active searches with intent and improves the quality of prospects entering the lead funnel.

Content is a principal way that businesses establish industry leadership and credibility.

Useful content positions your business as a valuable resource and promotes return visits. It is also the key component to an inbound marketing program.

## Questions for Consideration

- Are your products, services, and value propositions evident?
- Is the breadth and depth of content sufficient to satisfy user expectations?
- Is the content useful to your user? Does it add value?
- Do you communicate confidence, leadership, expertise, and trust?
- Is it clear that you truly understand your audiences and how you solve their problems?

## Aspects for Evaluation

- Is all content optimized for search including PDFs?
- Is your content customized to meet the needs and pain points of individual audiences?
- Does your content follow a logical and efficient path?
- Does your product- or service-related content communicate both technical performance and application-based benefits?
- Is your brand differential clear and consistently communicated?
- Do you use concrete language to describe your competitive differential or is your language vague and non-specific?
- Is your copy deep (vs. shallow) without being too dense?

# Evaluation 2. Content & Engagement

## Evaluation Instructions

Rate each line item with a number based on the criteria below (1-3). Add your total to determine your website's score for this section.

## Evaluative Criteria

**1** poor   **2** average   **3** excellent

- Clearly defines products and services
- Communicates a differential or value proposition
- Relevant to target user(s)
- Correct grammar, punctuation, usage
- Appropriate tone for user(s)
- Active, engaging voice
- Content depth satisfies user's needs, aids in decision making
- Language is adapted to different types of users
- Anticipates and responds to user's questions
- Evidence of meaningful structure and logical organization

**TOTAL SCORE: \_\_\_/30**

# Evaluation 3. Lead Funneling

## Definition

Effectively moving a site visitor from initial search to the website and through content to action. Action may be a call, form fill, email, download, literature request, RFQ, or other form of contact that allows you to capture the lead.

## Why It Matters

Sales are driven by qualified leads that are actively nurtured from interest and initial contact through decision making and selection. Websites that work in harmony with sales efforts capture more highly qualified leads and create a more satisfying experience for customers and sales partners.

## Questions for Consideration

- Are there a variety of marketing offers that appeal to different user personas?
- Are there conversion opportunities for users in varying stages of the funnel?
- Are calls-to-action used effectively?

## Aspects for Evaluation

- Does your homepage engage audiences with value messaging or does it go right into the hard sell?
- Are you clearly promoting high-value content that will engage prospects and encourage them to enter your funnel?
- Are you limiting the number of clicks to key content in order to avoid losing customer interest?
- Are your calls to action clear in terms of what step the prospect is supposed to take?
- Are you providing high-value content that is gated and ungated?

# Evaluation 3. Lead Funneling

## Evaluation Instructions

Rate each line item with a number based on the criteria below (1-3). Add your total to determine your website's score for this section.

## Evaluative Criteria

**1** poor    **2** average    **3** excellent

- Logical path from awareness and engagement to lead capture
- Navigation and flow of content leads naturally to relevant action
- Clear, obvious call(s) to action
- Call(s) to action are appropriate for user
- Call(s) to action are simple, easy to use
- Timely response confirms contact or content request
- Call(s) to action offer options for user convenience
- Conversion opportunities at each stage of funnel movement
- Contact pages are concise and next steps obvious
- Contains landing pages/conversion forms

**TOTAL SCORE: \_\_\_/30**



# Evaluation 4. Searchability

## Definition

The ease with which customers and prospects can conduct an online search and find your business.

## Why It Matters

Buying decisions start with an online search.

First-page websites receive over 90% of Google traffic.

## Questions for Consideration

- How are people finding your website?
- Which keywords are giving you the biggest gains in traffic and leads?
- How much relevant content are you adding to your website to target those keywords?

## Aspects for Evaluation

- Are you developing content that will capture organic search without the use of keyword stuffing?
- Does your site use a content pillar approach for developing user- and search-optimized content?
- Have you benchmarked the domain authority of your site as compared to your top three competitors?

# Evaluation 4. Searchability

## Evaluation Instructions

Rate each line item with a number based on the criteria below (1-3). Add your total to determine your website's score for this section.

## Evaluative Criteria

**1** poor    **2** average    **3** excellent

- Keyword performance
- Keyword use in content
- SEO (URLs, page titles, meta descriptions, copy)
- Domain authority
- External links
- Search visibility

**TOTAL SCORE: \_\_\_/18**

# Evaluation 5. Performance

## Definition

Performance represents the technical aspects of your website, including page load times, internal links, external links, integrated tools, and multiple device responsiveness.

## Why It Matters

Website performance is invisible to the user. The user expects pages to load quickly, links to work, and forms to function. It's when these elements perform poorly that the user notices and becomes quickly frustrated, causing time on site and site traffic to decline.

## Questions for Consideration

- Does the site load fast enough on a computer, tablet, or mobile device to load critical and relevant content to engage the visitor in a few seconds?
- Are there page errors or broken links leading to “page not found” messages or missing content?
- Are the page URLs and meta descriptions leveraging page keywords?
- Is the site maximized for responsiveness and content relevance?

# Evaluation 5. Performance

## Evaluation Instructions

Rate each line item with a number based on the criteria below (1-3). Add your total to determine your website's score for this section.

## Evaluative Criteria

**1** poor    **2** average    **3** excellent

- Load time
- Page errors
- Broken links
- URLs
- Meta descriptions
- Cross-device experience/technology responsiveness

**TOTAL SCORE: \_\_\_/18**

# Next Steps

The Website Audit is an introduction to a more in-depth discussion and analysis of your goals and objectives and the marketing strategies and tactics you're using to accomplish them. We hope this assessment has given you actionable items as well as helpful food for thought. If you would like to explore the recommendations made here in greater depth, please contact Wavelength.

## **Wavelength Marketing**

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