



## Website Audit For: John Doe

URL Analyzed: [www.google.com](http://www.google.com)

Page Count: 9

Date: 7/1/2024

### Overall Assesment:

Needs Work

#### Visual Audit

<input checked="" type="checkbox"/>	<b>Site is mobile responsive</b> Nice Job!	Yes
<input type="checkbox"/>	<b>Is the website visually appealing?</b> While this is subjective, it may be time for a redesign	No
<input type="checkbox"/>	<b>Fonts, headings, and button styles are consistent across all pages</b> Inconsistent designs look unprofessional, and allow users to question your abilities	No
<input type="checkbox"/>	<b>Website uses a simple and consistent color scheme</b> Try to limit your color scheme to 3-5 colors and use them consistently on all pages	No
<input type="checkbox"/>	<b>Proper negative space within and around page sections</b> Using padding and margins correctly will help to make each section of your page stand out	No
<input type="checkbox"/>	<b>Paragraphs are broken into smaller sections</b> People tend to scan websites, not read them word for word. Keep your paragraphs to 3 lines or less	No
<input type="checkbox"/>	<b>Background, foreground, and text colors have sufficient color contrast</b> Proper text to background color contrast makes the text easier to read	No

#### Site Structure

<input type="checkbox"/>	<b>Site has separate pages for each topic or service</b> Separate pages for a specific topic ranks better than jamming all your content on one page	No
<input type="checkbox"/>	<b>Site has a XML sitemap</b> A sitemap is a file that you submit to search engines to help them find all the pages on your site	No

#### Titles and Meta Descriptions

- ❌ **Titles are between 60 and 70 characters long** No  
 Keeping your titles this length makes it less likely that your title will be cut off in search results
- ❌ **Titles clearly describe the intent of the page and include keywords** No  
 Avoid titles like Home, Contact etc. Include keywords in a title that completely describes your page
- ❌ **Meta descriptions are between 150 and 160 characters long** No  
 Keeping them this length will make them less likely that they get cut off in search results
- ❌ **Meta descriptions contain keywords** No  
 Keywords tell browsers and users what your page is about, helping your search rankings
- ❌ **Titles are unique across all pages** No  
 Duplicate titles confuse search engines and they don't know which page to show in search results



## Text and Content

- ❌ **Each page uses H1 and H2 tags** No  
 H1 and H2 tags help search engine know what your page is about, helping your search rankings
- ❌ **Heading tags are used by hierarchy** No  
 H1 tags should appear 1st. Then followed by H2-H6 as needed to break up your content sections
- ❌ **Base font text size is between 16px and 18px** No  
 Text that is too small or too large provides a poor user experience, and looks unprofessional
- ❌ **Proper word counts of 2-3K for long form content and 300 for product pages** No  
 If relevant and well written, more content on a page helps with your search ranking and authority
- ❌ **Pages have a clear keyword strategy** No  
 Use 3-5 keywords related specifically to that page. Unrelated keywords should have their own page
- ❌ **Keyword density is between 1% and 1.5%** No  
 If your keyword appears too many or too few times on your page it will negatively affect your rankings





## Images

- ❌ **Images are properly sized** No  
 Image should only be large enough to fit the design. Browser resizing of images slows things down
- ❌ **Images use alt tags** No  
 Alt tags help with accessibility and tells search engines what the image is about
- ❌ **Image alt tags are unique, descriptive of the image, and contain keywords** No



Optimizing alt tags is another way to tell search engines what your page is about

-  **Images are lazy loaded** No  
Lazy loading improves site speed by only loading assets when they are needed on the page
-  **Images are loaded in a next-gen format** No  
Converting your images to a WebP format creates a smaller file size and improves performance





## Links and Menus

-  **Menu links are descriptive and non-generic** No  
Avoid generic text like Help, Home, etc, and keep menus simple with only 3-5 links
-  **Text links stand out from the rest of the text** No  
Use colors or text decorations to make sure that your links are clearly visible
-  **Text links contain keywords** No  
Avoid click here or learn more links when you can. Keyword in links tell users what the link does
-  **Site has broken links to dead pages** No  
Your site has links to pages that have been renamed or no longer exist.











## Call To Action Buttons (CTA's)

-  **CTA's have a clear description** No  
Use phrases like Book Now or Get My Quote instead of Start or Click Here
-  **CTA's have a unique color that is not used anywhere else on the page** No  
CTA's with consistent and unique colors help them stand out and increase your conversion rates

## Performance

-  **Site uses effective caching for static assets** No  
Caching content like images, JS and CSS, improves performance the next time a user visits your site
-  **CSS and Javascript files are minified** No  
Minified files are smaller in size, which improves loading performance
-  **Unused CSS and Javascript has been removed** No  
By removing JS and CSS that is never used, you can improve loading performance
-  **Page loads in under 2 seconds** No

Sites that take longer than 2 seconds to load have higher bounce rates and frustrate users

-  **Text remains visible during web font load** No  
If your site uses a webfont, add a fallback font so that text is shown while the font is downloading
-  **Site uses https** No  
Search engines rank secure sites higher in their search results. Also users may not trust your site
-  **Site uses html5** No  
Using the latest version of html improves performance and security
-  **Uses `<meta name="viewport" content="width=device-width, initial-scale=1" />`** No  
This tells search engines that your site is mobile friendly . Mobile friendly sites rank higher in search
-  **Page defines `<html lang="_" />` attribute** No  
Defining the language your text is written, helps search engines know who to show your pages to
-  **Site uses deprecated API's** Yes  
Using deprecated API's can cause your website to break once they officially lose browser support
-  **Errors appear in browser console** Yes  
Console errors are an indicator that your site has coding errors, which can break your site
-  **Pages use canonical references** No  
Tells search engine which pages to index when your site has duplicate or near duplicate pages
-  **Site uses Google Analytics** No  
Using analytics on your site allow you to identify your top pages and how people interact with your site
-  **Site uses structured data** No  
Structured data is marking up your site in way that search engines use to categorize and index pages