

Website Audit Checklist

Get Your Business Found Online



✉ Get in touch at team@brainiacdigitalmarketing.com.au

Website Audit Checklist

**Find out if your website is helping or hurting your business.
Tick off each item and see how your site stacks up.**

- ☐ 🔄 My website loads in under 3 seconds.
- ☐ 📱 It looks and works great on mobile devices.
- ☐ ➡ Each page has a clear call-to-action (e.g. 'Book Now', 'Download Free Guide').
- ☐ 💬 The language is clear, jargon-free, and customer-focused.
- ☐ 📖 Content is helpful and solves the visitor's problems.
- ☐ 📥 There is a way to capture leads (e.g. form, pop-up, freebie).
- ☐ 👍 I display testimonials, trust badges, or partner logos.
- ☐ 🧭 Navigation is simple, with no broken links or confusing menus.
- ☐ 📈 I can track visitors and conversions (Google Analytics or similar).
- ☐ 🧠 My site reflects my current brand, offers, and messaging.

💬 Need a Hand?

If you'd like help with any of this—whether it's Google, socials, or a simple website—we're happy to help.

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