Ep 1: 4 Monumental Website Mistakes

Website Audit Checklist

- Is it developed with brand in mind?
    - Does it clearly answer the 3 definitive brand questions: 1) Who am I? 2) Why am I different? 3) Why do you want me?
    - Does your "About" page bring to life your "why" and your mission?
- Is it high quality?
    - Are the portions critical for conversion compelling in imagery, photography and copy?
    - Is it optimized for user engagement in both flow and speed?
    - Is it void of poor grammar, spelling errors and bad sentence structure?
- Are you over-investing and doing too much too soon?
    - Are you focusing on the critical pages needed to drive conversion?
    - Are you keeping functionality simple without compromising on quality?
- Have you loved it and left it?
    - Have you refreshed your website recently in order to drive continued interest?
    - Have you checked your analytics recently to track traffic and time spent on site?

Areas to address immediately are:

1._____

_____

2._____

_____

3._____

_____

Action Plan:

Action	Timing	Progress	Complete

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