

Website Audit Guide

This 3 Step Website Audit Guide will help you do a full audit of all of your website pages. The audit can take several hours, but it's well worth it to take the time and identify ways you can improve your website. Like great food, don't try to rush the process.

You should do a **website audit once per year** or more than once per year if you're adding or changing a lot of your website each month. The guide will walk you through what you need to measure and how to grade each one of your website pages to determine its effectiveness. Each website page will have different goals so keep that in mind when grading your website pages.

Goal: Identify and improve website pages to generate qualified visitors, leads and customers.

Step 1: Identify Most Visited Website Pages

Go to the Analyze tab in HubSpot and click on *Visits by Page*. Change the date range to one year. At the bottom of the app there is an export to Excel" Button. Click on that button and to export the data to excel. Start with your 10 most visited pages and copy those page titles into the Website Audit Worksheet.

[Download the Website Audit Worksheet](#)

Step 2: Grade Each Website Page

You need to identify what pages require the most work, so you can start improving them. You will grade each website page using five categories: page content, design/eye-path, lead generation, search engine optimization, and social media.

You will grade the page on the five categories, giving each category a grade of 1 through 5, for a total of 25 possible points. Use the following criteria to determine the page's grade for each category. Use the Website Audit Worksheet to track your page's grade and take notes in the worksheet as you grade each page.

Page content

1	<input type="checkbox"/> Content has a lot of spelling and grammar issues. <input type="checkbox"/> Very dense paragraphs and no white space between the content. <input type="checkbox"/> No bolding or underlining to make content pop. <input type="checkbox"/> No headlines to categorize the content. No images to support the content.
2	<input type="checkbox"/> Content has some spelling and grammar issues. <input type="checkbox"/> Several long paragraphs with one bulleted list. <input type="checkbox"/> Very minimal bolding or underlining in the content. <input type="checkbox"/> One headline to categorize the content. Has one image that is related to the content.

3	<ul style="list-style-type: none"> <input type="checkbox"/> Content has a couple spelling or grammar issues. <input type="checkbox"/> Good use of white space, but still has some long paragraphs. <input type="checkbox"/> Some of the content is bolded or underlined and it includes at least one bulleted list. <input type="checkbox"/> The page has a few images that relate to the content.
4	<ul style="list-style-type: none"> <input type="checkbox"/> Content has no spelling or grammar issues. <input type="checkbox"/> Has a good amount of white space that draws your eye to each piece of content. <input type="checkbox"/> Good use of headlines and bulleted lists to categorize and segment the content. <input type="checkbox"/> The page has several images that reinforce the content.
5	<ul style="list-style-type: none"> <input type="checkbox"/> Content has no spelling or grammar issues. <input type="checkbox"/> Has plenty of white space that draws the eye to specific pieces of valuable content. <input type="checkbox"/> Has several well displayed headlines and images that make the certain pieces of content stand-out. <input type="checkbox"/> Uses bulleted or numbers lists to communicate key pieces of value.

Design/eye-path

1	<ul style="list-style-type: none"> <input type="checkbox"/> No continuity between text and images on website page. <input type="checkbox"/> No links. <input type="checkbox"/> There is not a consistent design, colors or fonts. <input type="checkbox"/> No whitespace or headlines.
2	<ul style="list-style-type: none"> <input type="checkbox"/> Images support the text but there are too many images that distract the eye from the text. <input type="checkbox"/> Two or fewer links. <input type="checkbox"/> Small amount of whitespace between the content. <input type="checkbox"/> There are too many font styles and colors.
3	<ul style="list-style-type: none"> <input type="checkbox"/> Header, content and footer are clear and distinguishable. <input type="checkbox"/> Images are somewhat relevant to the content, but the page lacks a consistent color scheme. <input type="checkbox"/> There is enough white space around images and text. <input type="checkbox"/> Only one or zero links are present in the content. <input type="checkbox"/> The content has no bolding, very few headlines.
4	<ul style="list-style-type: none"> <input type="checkbox"/> Header, content and footer are clear and distinguishable. <input type="checkbox"/> Images are relevant to the content. <input type="checkbox"/> There is enough white space around images and text. <input type="checkbox"/> Three or more links are present in the content and the content has bolding and several headlines.
5	<ul style="list-style-type: none"> <input type="checkbox"/> Header, content and footer are clear and distinguishable. <input type="checkbox"/> Images are relevant to the content. <input type="checkbox"/> There is enough white space around images and text. <input type="checkbox"/> Four or more links are present in the content and the content has bolding and several headlines. <input type="checkbox"/> The page has a consistent color scheme and is viewable on a mobile platform.

Lead generation

1	<input type="checkbox"/> No calls to action present on the page
2	<input type="checkbox"/> One call to action on the right-hand side, below the page fold.
3	<input type="checkbox"/> One call to action above the fold and on the left-hand side of the page.
4	<input type="checkbox"/> Two calls to action, one above the fold, with one relevant to the page's content and the other a bottom of the funnel offer.
5	<input type="checkbox"/> Three calls to action, two above the page's fold. <input type="checkbox"/> One relevant to the page's content, one targeting a bottom of the funnel offer and one to subscribe to your blog.

Search engine optimization

1	<input type="checkbox"/> The page is not optimized around a primary keyword. <input type="checkbox"/> No keyword in page title, content, images or links.
2	<input type="checkbox"/> The page is optimized around one primary keyword. <input type="checkbox"/> Primary keyword is not the first keyword in the page title and the page title is over 70 characters. Keyword is only used once in the content and is not used in any images or links.
3	<input type="checkbox"/> The page is optimized around one primary keyword and it is the first keyword in the page title. <input type="checkbox"/> The page title is less than 70 characters and the keyword is used in the meta description. <input type="checkbox"/> Keyword is used in the content two times, used in image alt text, but not in any links.
4	<input type="checkbox"/> The page is optimized around one primary keyword and it's the first keyword in the page title. <input type="checkbox"/> The page title is less than 70 characters and the keyword is used in the meta description. <input type="checkbox"/> Keyword is used three times in the content, is bolded at least once and used in one of the headlines on the page. <input type="checkbox"/> Image alt text includes the primary keyword, but not in any links.
5	<input type="checkbox"/> The page is optimized around one primary keyword and it's the first keyword in the page title. <input type="checkbox"/> The page title is less than 70 characters and the keyword is used in the meta description. <input type="checkbox"/> Keyword is used four or more times in the content, is bolded at least once and used in one of the headlines on the page. <input type="checkbox"/> One or more links use the keyword as their anchor text. <input type="checkbox"/> Image alt text includes the primary keyword and at least one image is named using the primary keyword.

Social media

1	<input type="checkbox"/> No social media or blog icons present on the page.
2	<input type="checkbox"/> Social media icons are below the page's fold.
3	<input type="checkbox"/> Social media icons and a blog icon are above the page's fold.
4	<input type="checkbox"/> Call to action to follow you on Facebook, Twitter or LinkedIn. <input type="checkbox"/> Social media icons and a blog icon are above the page's fold.
5	<input type="checkbox"/> Call to action to follow you on Facebook, Twitter or LinkedIn and "subscribe to blog" call to action. Social media icons and a blog icon are above the page's fold.

Step 3: Improve Your Pages

Start improving the pages that got the worst grade. Remember to think about the goals of each page and use those goals to help you improve the page.

For example, if you want someone to request a trial on one of your product pages, then make sure trial call to action is above the fold, compelling and explains the value of the trial.

Repeat this exercise at least once per year.