



### Your Website Design Audit Worksheet

The more you can focus your website design on the user's needs, challenges, and goals, the better experience you'll provide.

Whether you're designing for your company or for a client, use this quick worksheet to plan the direction and timeline for your website improvements.

\* Please save this file to the desktop on your computer to save your progress and use it as a reference later.

---

#### 1. Define the user persona. Who is the user persona for the website?

Answer questions like:

- Who would use this content?
- What problems are they trying to solve?
- What [micro-moment](#) are they trying to have?
- Which devices or software do they use?
- Which other websites do they frequent?

Click in the text box to add your user persona notes.



**2. Audit your current information architecture.** Visually plot how you'd expect user personas to navigate around your site from the main navigation menu.

This can be a simple sketch or even just words: “Homepage > About Us,” for example, would indicate that you'd want a link to the About Us page in your main navigation on your Home Page.

Click in the text box to add your notes, or sketch some ideas in a notebook or wireframing software. The medium for getting your ideas down is for you to decide.

**2a.** If there were any missing links in the navigation or content that's difficult to navigate to from the top navigation, indicate that below and how you'll correct it.

**3. Evaluate the following visual branding assets.** Assess the current website by navigating from page to page. Check only one box below for each section to help you prioritize your to-do list.

Color scheme — does the current color scheme convey the vision and message of the company's brand?

- ☐ Yes. This doesn't need to be changed at this time.
- ☐ Yes. This could use some work, though.
- ☐ No. This needs to be changed.

Typography choices — do the current typography choices convey the vision and message of the company's brand?

- ☐ Yes. This doesn't need to be changed at this time.
- ☐ Yes. This could use some work, though.
- ☐ No. This needs to be changed.

Formatting consistency — do the current headers, hyperlinks, text, and navigation stay consistent from page to page?

- ☐ Yes. This doesn't need to be changed at this time.
- ☐ Yes. This could use some work, though.
- ☐ No. This needs to be changed.

Focus and whitespace — does the current layout on each page place emphasis on the right things? Is there enough [whitespace](#) on the page to be enticing and pleasurable for the user to read?

- ☐ Yes. This doesn't need to be changed at this time.
- ☐ Yes. This could use some work, though.
- ☐ No. This needs to be changed.

**4. Analyze the current website's performance.** Sluggish pages can create a poor user experience. Use a tool such as Google's [Mobile-Friendly Test](#) or HubSpot's [Website Grader](#). Copy the testing results from either of these tools and paste them on the next page.



Click in the text box and add your testing results.  
Include any additional ideas for how you'll correct issues.

**5. Evaluate the current website's responsiveness on multiple devices.** Are there any major display issues from device to device? Assess the responsiveness and check only one box below for each section to help you prioritize your to-do list.

- ☐ Yes. This doesn't need to be changed at this time.
- ☐ Yes. This could use some work, though.
- ☐ No. This needs to be changed.

Add any additional ideas for how you'll correct issues.



6. Based on your previous answers, build out your design to-do list and wish list.

Here's an example of what this might look like:

Completion date: In two months

### Must-Haves / To-Do List

1. Add products to navigation menu
2. Add color-blind-friendly scheme to sub-navigation
3. Determine a new navigation sequence for each user persona

### Nice-to-Haves / Wish List

1. Update main three-column landing page template
2. Rework blog styles
3. Add calling functionality on contact us page
4. Design footer sub-navigation

Click in the text box to add your timeline for completing all the tasks or an estimate of the hours it will take.



Click in the text box to add your **to-do list** for the timeframe you set. Order the list from most important to least important.

Click in the text box to add your **wish list** for the timeframe you set. Order the list from most important to least important.

---

Congratulations! You've built a plan for improving your current website design for your user persona. Design direction can and should always be improved upon. Refer to this worksheet whenever you need guidance on your next steps in developing a more user-focused design.