vicinity
MARKETING

Website Content Audit Checklist

We have developed this checklist so that you can ensure the content on your website is not only providing potential customers with the right resources they need to convert, but also a systematic and streamlined user experience.

1. Website Content

Issues

Is your broad level website content Relevant / Useful / Comprehensive?

Are there any additional product / service pages required?

Additional location pages required?

Are any other key pages required?

Locations Contact Information Present?

Well written / easy to read?

Effective, natural keyword use / mapping?

Logical headline / sub-headline hierarchy?

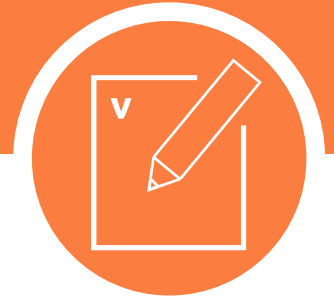Effective, relevant use of visual media / imagery?

Compelling messaging / calls to action?

Trustworthiness signals / reviews present?

Easy to convert or navigate to related content?

SEO Elements Optimised Consistently? Title tags, meta, alt tags, etc.

Website Content Audit Checklist

2. Blog Posts Content

Issues

Are your blog topics and categories Relevant / Useful/Comprehensive?

Well written / easy to read?

Frequency

Effective, natural keyword use / mapping?

Logical headline / sub-headline hierarchy?

Effective use of visual media?

Compelling messaging / calls to action?

Trustworthiness Signals / Reviews Present?

Easy to convert or navigate to related content?

Key SEO Elements Optimised Consistently? Title tags, meta, alt tags

Logical / Relevant Blog Category Structure?

Behavioural factors & visitor engagement are becoming increasingly important SEO signals for websites. Your website should encourage engagement with website content, enticing the visitor to click around to various pages of the website, watch videos, spend longer on the site, share the content and generally enjoy the experience.

Website Content Audit Checklist

3. Design & Visual Appeal

Issues

| Recommendations & Comments on design / visual appeal on desktop |
| Recommendations & Comments on design / visual appeal on mobile |

4. Usability & Conversion Optimisation

Issues

| Conversion forms that are easy to access across all pages? |
| Easily accessible phone number across all pages? |
| Ease of use on all devices? |
| Effective navigation between key pages on all devices? |
| Comment on other conversion / usability opportunities eg. Email subscriptions |

5. Social Integration

Issues

| Links to social accounts / share / like buttons? |