

Back-To-Business Website Audit Checklist

Keeping your digital presence current isn't a one-time task. It's something every business should revisit regularly. Think of this checklist as a roadmap you can return to, one section at a time. Pick a focus each week, and don't feel pressured to check every box in one sitting.

Accuracy

Make sure every piece of information is current and consistent.

- ☐ Verify your business name, address, and phone are correct.
- ☐ Check your "Contact Me" works (send yourself a test)
- ☐ Update hours of operation across your site & Google Profile
- ☐ Confirm service lists or menus reflect what you currently offer
- ☐ Update pricing so it reflects current rates
- ☐ Remove reference to past promotions or events
- ☐ Make sure your footer has updated copyright year and links

Speed

A slow site loses visitors.

- ☐ Use Google PageSpeed Insights or GTMetrix to test load times
- ☐ Compress large images that are slowing pages down
- ☐ Limit autoplay videos or sliders on your homepage
- ☐ Remove unused plugins or apps
- ☐ Enable browser caching / lazy loading if available
- ☐ Check speed on Wi-Fi vs. cellular data
- ☐ Ensure your hosting plan isn't too small for your traffic

Mobile Friendly

Your site should be seamless on a phone.

- ☐ Open your site on your phone & tablet and scroll every page
- ☐ Check if text is readable without zooming
- ☐ Ensure buttons are large enough to tap with one finger
- ☐ Test your navigation menu
- ☐ Try filling out a form. Is it easy to type and submit?
- ☐ Check if images resize properly or cut off awkwardly
- ☐ Test embedded content (maps, videos, etc.) for responsiveness.

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Freshness

A fresh, active site signals trust and relevance.

- ☐ Updated homepage text to reflect current season or focus
- ☐ Replace dated photos with current, high-quality images
- ☐ Scan blog/news pages and add or update at least one post
- ☐ Refresh team bios or "About" info
- ☐ Remove mentions of past years/events
- ☐ Add a new testimonial, case study, or portfolio item
- ☐ Update social media feeds/widgets if embedded

Clear Calls to Action

Guide your visitors where you want them to go.

- ☐ Make sure every page has one clear next step (book, call, buy, email)
- ☐ Use action language
- ☐ Make buttons stand out with clear color and size
- ☐ Ensure your contact forms work and your phone number is clickable on mobile
- ☐ Add booking links or calendars
- ☐ Place CTAs above the fold so they are visible without scrolling
- ☐ Avoid overwhelming with too many CTAs per page

Searchability

Be findable where people look.

- ☐ Google your business name to see what comes up first.
- ☐ Check consistency across Google, Yelp, Facebook, LinkedIn, etc.
- ☐ Search for your primary service + city. Do you appear?
- ☐ Update your Google Business Profile (photos, posts, Q&A)
- ☐ Verify your site metadata are clear and rich
- ☐ Add alt text to images
- ☐ Make sure your domain is HTTPS-secured (SSL)