

# Auditing Your Website



## The strategy

Make sure you have a clear understanding of WHO your audience is and WHAT your objectives are.

STEP  
01



STEP  
02

## The home page

The main page should include your key messages in a clean and simple layout.



## The navigation

It should be easy to find what you're looking for via the menu, search, and any buttons or calls to action.

STEP  
03



STEP  
04

## The content

Any articles, videos, and other information should be relevant to the audience and optimised for search.



## Social media

Your content should be easily sharable to social media, alongside any links to your social profiles.

STEP  
05

# Auditing Your Website



## Other channels

Is your look and feel consistent across the website and other channels e.g. Facebook, Twitter, LinkedIn?

STEP  
06



## Your images

Are your images - illustrations or photos - telling a compelling and consistent story?

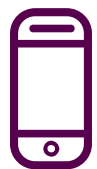
STEP  
07



## The data

What is the data telling you about the current site and areas for improvement?

STEP  
08



## Mobile

What does your website look like on a mobile phone? Is it user friendly?

STEP  
09



## Updates

What structures can you put in place to ensure that you keep the website updated on a going basis?

STEP  
10