Website health check

Contact name:	Tel no:
Business name:	Email:
Website: www.	

1. Can you make regular changes to the site? ☐ Yes ☐ No >	11. Do all core pages have a call to action? i.e. what do you want the visitor to do next? ☐ Yes ☐ No
2. Do you have Google Analytics or another way of tracking visitors to the site? ☐ Yes ☐ No	12. Is your target audience local or national? Is the site optimised for this? ☐ Yes ☐ No
3. Are all pages Google indexed? site: ☐ Yes ☐ No	13. Can visitors easily leave their details or send an enquiry? ☐ Yes ☐ No
4. Is your branding clear and is it easy to identify what you do? ☐ Yes ☐ No	14. Are the headers, sub headers meaningful? i.e. have keywords ☐ Yes ☐ No
5. Does the site reflect your current business (or is it out of date)? ☐ Yes ☐ No	15. Do the pages have unique URLs & title tags with the keywords for that page? ☐ Yes ☐ No
6. Has the domain name been active & 'live' for over 1yr? ☐ Yes ☐ No	16. Do the pages have unique page descriptions that are compelling with keywords? ☐ Yes ☐ No
7. Does the domain name help the site ranking? i.e. have relevant keywords ☐ Yes ☐ No	17. Does the site have enough engaging content? eg. no. of pages >5-10, enough keyword rich text, etc. ☐ Yes ☐ No
8. Does the site rank well with Google – Is the Domain Authority 20 or over? ☐ Yes ☐ No	18. Does the site have 'trust signals' eg. professional logos or safe payment symbols? ☐ Yes ☐ No
9. Is it mobile device friendly? i.e. responsive, flash, load speed ☐ Yes ☐ No	19. Does the site have testimonials and/or case studies? ☐ Yes ☐ No
10. Are the menus & navigation easy to use and in a logical hierarchy? ☐ Yes ☐ No	20. Are your business social media account logos & links on the website? ☐ Yes ☐ No

What are the number of enquiries _____ per month,
>= enquiries goal _____ per month

SCORE: --- / 20