

Website Evaluation Checklist

Transform Your Website Into a Customer-Converting Machine

50ms

First Impression Time

15

Essential Checks

3

Priority Levels

1 First Impressions & Design

- ☐ **Logo Placement**
Logo clearly visible in top left corner and links to homepage
- ☐ **Professional Appearance**
Trustworthy design with consistent colors, fonts, and quality images
- ☐ **Value Proposition**
Clear, compelling headline that immediately explains your business

2 Mobile & Performance

- ☐ **Mobile Optimization**
Responsive design that works perfectly on all devices
- ☐ **Page Speed**
Homepage loads in under 3 seconds with optimized images
- ☐ **Cross-Browser Compatibility**
Works properly across Chrome, Firefox, Safari, and Edge

3 Navigation & User Experience

- ☐ **Clear Navigation**
Descriptive menu labels with logical page flow
- ☐ **Contact Information**
Easy-to-find contact details and contact button in top right
- ☐ **Call-to-Action Buttons**
Specific, action-oriented CTAs that stand out visually

4 Content & Messaging

- ☐ **Customer-Focused Content**
Content speaks to customer needs with social proof included
- ☐ **Current Information**
All content is up-to-date with current copyright dates

5 Technical & SEO Basics

- ☐ **Search Engine Optimization**
Proper page titles, headings, and image alt text
- ☐ **Security & Trust**
SSL certificate, working forms, privacy policy
- ☐ **Analytics & Tracking**
Google Analytics installed with conversion tracking

6 Functionality Check

- ☐ **Broken Links & Errors**
All links work properly with no 404 errors or broken forms



Score Your Website

- 13-15 Checked** Excellent! Your website is working well
- 10-12 Checked** Good foundation with room for improvement
- 7-9 Checked** Several issues costing you customers
- Below 7** Time for a website overhaul



Next Steps

- Fix First:** Broken links, slow loading, mobile issues
- Improve Next:** Navigation, content, calls-to-action
- Enhance Further:** SEO, design polish, advanced features



Pro Tip

Review your website with this checklist every 3-6 months. Small improvements made consistently will transform your online presence and help your business grow.

Need Help Implementing These Improvements?

A professional marketing consultant can provide the expertise and fresh perspective your business needs to maximize your website's potential.

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