Website Audit & Optimization Report

1. Visual Design & Branding

- Is the visual style consistent across pages?

- Do fonts, colors, and layout reflect the brand identity?

- Are CTA buttons clear and easy to find?

Fix: Apply a consistent stylesheet, update fonts/colors, and create visually distinct CTA buttons.

2. Mobile Responsiveness

- Does the site adapt to different screen sizes?

- Is it easy to navigate on a smartphone?

Fix: Use responsive design practices and test across multiple devices.

3. Navigation & User Experience

- Can users easily find information within 2-3 clicks?

- Are menus, buttons, and links intuitive?

Fix: Simplify menu structure, label links clearly, and prioritize important content.

4. Page Speed & Performance

- Does the site load in under 3 seconds?

- Are images and scripts optimized?

Fix: Compress images, reduce external scripts, enable browser caching.

5. SEO (Search Engine Optimization)

- Do pages have titles, meta descriptions, alt text?

- Are heading tags used properly (H1, H2, H3)?

Fix: Add missing metadata, optimize headings, and include relevant keywords.

6. Accessibility

- Is the content usable with screen readers?

- Are colors and fonts accessible?

Fix: Use semantic HTML, test contrast ratios, and add ARIA labels.

7. Analytics & Tracking

- Is Google Analytics installed?

- Are goal conversions (form submissions, purchases) tracked? Fix: Set up

Google Analytics and Google Tag Manager with goals configured.

8. Security

- Is HTTPS enabled?

- Are there outdated plugins or CMS components?

Fix: Install SSL certificate and update software regularly.