

40 POINT WEBSITE AUDIT CHECKLIST

BY VENVEO



HOW TO USE THIS CHECKLIST

Tick if you have this strategy in place, if not, note down the action points you're going to take on each step.

HOME PAGE



CAPTURE DETAILS

Action Points:

Capturing people's details is vital so that you can continue to market/nurture them about your company and how you can help them through your auto responder emails.

Yes	No	Partial
☐	☐	☐



LEAD GEN MAGNET

Action Points:

Lead generation magnets effectively aim to convert visitors off your site into customers.

Yes	No	Partial
☐	☐	☐



CONVERSION PATHWAY

Action Points:

A conversion pathway helps visitors see exactly what they're looking for and lessens the chance they bounce from your site.

Yes	No	Partial
☐	☐	☐



DIRECT RESPONSE COPY

Action Points:

This is where your writing is directed for the reader to take some form of action, i.e. give you a call, email, or enter their details. PAS (Problem, Agitate and Solution) is a great framework to achieve this.

Yes	No	Partial
☐	☐	☐



VIDEO SHOWING BEHIND THE SCENES

Action Points:

Show a video of the project behind the scenes, when it's being constructed it would make a visitor trust your abilities and skills even more.

Yes	No	Partial
☐	☐	☐



GUARANTEE

Action Points:

Having your guarantee on your homepage builds instant credibility and trust, having it linked to a more detailed page about what exactly your guarantee offers is the best way to go.

Yes	No	Partial
☐	☐	☐

HOME PAGE (CONTINUED)

7

HEADLINE

Action Points:

A headline instantly grabs visitor's attention and directs them to how you can help them.

Yes

☐

No

☐

Partial

☐

8

PHOTO OF OWNER(S)

Action Points:

Having a photo of yourself placed in the top corner with your call to action is a great addition and helps the trust and credibility process.

Yes

☐

No

☐

Partial

☐

9

OFFER ON YOUR HOME PAGE

Action Points:

Clearly defining your offering to the visitors on your homepage so they know exactly what you're about and how you can help them.

Yes

☐

No

☐

Partial

☐

10

SPECIFIC CALL TO ACTION (NEXT STEPS)

Action Points:

Your call to action should be placed in the top right hand corner in a large font, with your photo and name. It should also detail what that call will do, i.e. call Bob now for your free consultation.

Yes

☐

No

☐

Partial

☐

11

UNIQUE SELLING PROPOSITION

Action Points:

Clearly defining your USP and having that on your homepage helps express exactly what sets you apart from the competition.

Yes

☐

No

☐

Partial

☐

12

VIDEO TESTIMONIALS

Action Points:

Video testimonials of previous happy clients are what works best for building trust and credibility for the visitor and means they're more likely to choose you for their job.

Yes

☐

No

☐

Partial

☐

13

LOGO

Action Points:

We need to see your logo throughout your sites pages all in the aim of the visitor recalling your company in their memory and trusting you to do the job well.

Yes

☐

No

☐

Partial

☐

ABOUT PAGE

14

PERSONALITY IN COPY

Action Points:
Personality in your about us page is critical in helping build a relationship between the reader and yourself.

Yes	No	Partial
☐	☐	☐

15

VISION

Action Points:
Detailing your vision of your company and your goals is key criteria to any about us page. It outlines where you see your company in the future.

Yes	No	Partial
☐	☐	☐

16

MISSION

Action Points:
We need to include the mission of your company in your about us page to acknowledge to the reader you have goals set for your company, not just going with the flow.

Yes	No	Partial
☐	☐	☐

17

VALUES

Action Points:
Values of your company help readers relate to the company and makes the connection all that easier and ultimately helps the sale process.

Yes	No	Partial
☐	☐	☐

18

KEY TEAM MEMBER PROFILES

Action Points:
Adding photos, information, and personal hobbies about your key team members again reiterates and added trust, likeability and connection to the reader.

Yes	No	Partial
☐	☐	☐

19

COMPANY'S MAGIC STORY

Action Points:
Your company's magic story is something that details your company's life from creation, to key moments and growth all in a personal form of first person writing.

Yes	No	Partial
☐	☐	☐

20

AWESOME OUTSIDE OF WORK PHOTOS

Action Points:
Letting readers see what you're interested in outside of work adds another section in letting the visitor connect with you and your company.

Yes	No	Partial
☐	☐	☐

COPYWRITING

21

FIRST PERSON WRITING

Action Points:
Writing in first person is all about ensuring a connection with the reader and increases the likelihood that they choose you for their work.

Yes	No	Partial
☐	☐	☐

22

FEATURES, ADVANTAGES, BENEFITS

Action Points:
When writing it's important to ensure you mention the features, advantages and benefits of working with your company. I.e. you get full access to the project manager during the job.

Yes	No	Partial
☐	☐	☐

23

SPECIFICITY

Action Points:
Being specific with your writing is critical, if it's not it's a waste of time for you and the reader.

Yes	No	Partial
☐	☐	☐

24

REASON WHY

Action Points:
The reader then needs to be told why they should choose you and that closes the sale if the other areas are done well.

Yes	No	Partial
☐	☐	☐

LANDING PAGES

25

SALES LETTER FORMAT

Action Points:
Having your landing page set out in a sales letter format is the criteria that's tested and has worked. I.e. Headline, sub headline, features and benefits etc.

Yes	No	Partial
☐	☐	☐

26

PROBLEM, AGITATE, SOLUTION

Action Points:
This is the most common and tested framework for how your copy writing should be written.

Yes	No	Partial
☐	☐	☐

LANDING PAGES (CONTINUED)

27

TESTIMONIAL

Action Points:
Including a testimonial here is crucial to build credibility.

Yes	No	Partial
☐	☐	☐

28

OFFER

Action Points:
Having exactly what you offer is paramount to ensure they choose you over other competitors.

Yes	No	Partial
☐	☐	☐

29

CALL TO ACTION

Action Points:
Finally having a call to action so that interested customers take action in response to your lead page.

Yes	No	Partial
☐	☐	☐

30

MOBILE RESPONSIVENESS

Action Points:
This is where your website can be easily accessed and viewed via mobile devices and tablets.

Yes	No	Partial
☐	☐	☐

31

T&M SPLIT PAGES

Action Points:
Split testing your pages is always a constant way of knowing what's working and what's not, i.e. you add a video on your homepage, does this increase the length of time visitors stay on your site?

Yes	No	Partial
☐	☐	☐

32

HIGH QUALITY PHOTOS

Action Points:
Photo's throughout your site are the standard for detailing and showing visitors your skills, workmanship and personality.

Yes	No	Partial
☐	☐	☐

33

CASE STUDIES

Action Points:
Having detailed case studies from previous happy clients and constantly adding more when possible is advised.

Yes	No	Partial
☐	☐	☐

LANDING PAGES (CONTINUED)

34

POP UP CALL TO ACTION

Action Points:
laving a pop up with a call to action helps increase the chance they call, -mail or enquire about working with you.

Yes	No	Partial
☐	☐	☐

35

GOOGLE ANALYTICS

Action Points:
This is where Google provides detailed reports on what's working for your website and what's not.

Yes	No	Partial
☐	☐	☐

36

CALL TRACKING

Action Points:
This is how you can have dynamic numbers throughout your site you know what marketing sources were responsible for calls and sales.

Yes	No	Partial
☐	☐	☐

37

42 ELEMENTS OF CREDIBILITY

Action Points:
There are 42 elements to credibility that must be followed to make your website that much more credible, trustworthy and increase the chance they hire you.

Yes	No	Partial
☐	☐	☐

38

NEWSLETTER

Action Points:
Having a newsletter that goes out to clients and prospects helps keep them informed of about your company and when they're thinking about building a house, your newsletter could ensure they recall your company.

Yes	No	Partial
☐	☐	☐

39

AUTO-RESPONDER

Action Points:
This is an automated email system that allows you to nurture prospects into becoming potential customers in the future.

Yes	No	Partial
☐	☐	☐

40

EXPERT POSITIONING

Action Points:
Positioning your company as the expert helps the reader choose you for their work, as they only will buy from companies they know, like and trust to do the work to a high standard.

Yes	No	Partial
☐	☐	☐

Now Drive Traffic Through Online Marketing Using:

- ☐ Google Ads, Maps, Reviews, Display Retargeting
- ☐ Banners On Other Sites
- ☐ Auto-Responder
- ☐ Upload Email Lists To Facebook
- ☐ Facebook Ads
- ☐ SEO

SCORE
___ / 40

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Now what did your website score? This will tell us how many key fundamentals your website has "nailed" ...and what needs to be sorted to get it to that killer stage!