

First impressions & clarity

audit-clarity-01 - Headline clearly states audience + outcome

Why it matters: Unclear positioning increases bounce and lowers qualified lead intent.

Evidence to capture: Homepage hero screenshot and one-sentence interpretation from a neutral reviewer.

Fix bucket: Quick win

audit-clarity-02 - Primary CTA appears above the fold

Why it matters: If visitors must hunt for next action, conversion intent drops quickly.

Evidence to capture: Desktop and mobile screenshots showing first viewport and CTA visibility.

Fix bucket: Quick win

audit-clarity-03 - Navigation labels match buyer language

Why it matters: Ambiguous menu wording creates friction and poor task completion.

Evidence to capture: Top-nav screenshot plus notes on any label that requires internal context.

Fix bucket: Strategic

audit-clarity-04 - Above-the-fold copy passes a 5-second test

Why it matters: First impressions determine whether users continue exploring the site.

Evidence to capture: 5-second test notes from 2 reviewers: what the company does and next step.

Fix bucket: Investigate

Trust & credibility

audit-trust-01 - Visible social proof (logos, testimonials, outcomes)

Why it matters: Proof reduces perceived risk and supports premium positioning.

Evidence to capture: Screenshots of proof modules and any pages missing proof near CTA.

Fix bucket: Quick win

audit-trust-02 - About/team information is present and current

Why it matters: Anonymous brands underperform when service delivery depends on trust.

Evidence to capture: Team/About page screenshots and list of outdated names, roles, or headshots.

Fix bucket: Quick win

audit-trust-03 - Contact pathways are clear and reachable

Why it matters: Hidden or broken contact options signal low reliability.

Evidence to capture: Click path notes for phone/email/contact form from homepage and footer.

Fix bucket: Quick win

audit-trust-04 - Policy pages exist and are discoverable

Why it matters: Missing legal pages can block enterprise buyers and ad channel approvals.

Evidence to capture: Footer screenshot and URL list for Privacy, Terms, and related policies.

Fix bucket: Strategic

Conversion paths

Conversion paths

audit-conv-01 - Each core page has one primary conversion goal

Why it matters: Competing CTA options dilute intent and lower total conversions.

Evidence to capture: CTA inventory by page template with a note on conflicting actions.

Fix bucket: Strategic

audit-conv-02 - Forms request only necessary fields

Why it matters: Every extra required field can increase abandonment.

Evidence to capture: Form screenshots with required-field counts and drop-off observations.

Fix bucket: Quick win

audit-conv-03 - Thank-you pages confirm success and next step

Why it matters: Unclear post-submit states create doubt and missed follow-through actions.

Evidence to capture: Post-submit screenshots and message copy for each major form flow.

Fix bucket: Quick win

audit-conv-04 - Primary booking/contact flow completes without errors

Why it matters: Broken conversion flows directly impact pipeline and revenue.

Evidence to capture: End-to-end test notes including timestamp, input data, and any failure points.

Fix bucket: Investigate

Mobile & UX

audit-mobile-01 - Primary CTA remains visible on mobile key pages

Why it matters: Mobile users are less patient; hidden CTA blocks action.

Evidence to capture: Mobile viewport screenshots for homepage, services, and contact pages.

Fix bucket: Quick win

audit-mobile-02 - Tap targets and spacing are finger-friendly

Why it matters: Small targets increase misclicks and form/task abandonment.

Evidence to capture: Screenshots highlighting tight buttons/links and any accidental tap behavior.

Fix bucket: Quick win

audit-mobile-03 - Text is readable without zooming

Why it matters: Poor readability reduces comprehension and trust.

Evidence to capture: Screenshots of body copy and forms at default zoom across 2 device sizes.

Fix bucket: Quick win

audit-mobile-04 - Menus, accordions, and modals work smoothly on touch

Why it matters: Interaction bugs on mobile often block users from core paths.

Evidence to capture: Screen recording showing open/close behavior and any stuck states.

Fix bucket: Investigate

Content & SEO surface

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audit-seo-01 - Page titles are unique on primary money pages

Why it matters: Duplicate titles weaken relevance signals and confuse search snippets.

Evidence to capture: Title tag list for homepage + top landing pages.

Fix bucket: Quick win

audit-seo-02 - Heading structure is logical (h1-h3)

Why it matters: Clear heading hierarchy improves scanability and content comprehension.

Evidence to capture: Heading outline screenshots from representative templates.

Fix bucket: Quick win

audit-seo-03 - Thin or outdated high-intent pages are identified

Why it matters: Weak core pages lower both conversion and search performance.

Evidence to capture: List of priority URLs with short notes on missing depth or stale offers.

Fix bucket: Strategic

audit-seo-04 - Internal links support key service journeys

Why it matters: Weak internal linking strands users and search crawlers.

Evidence to capture: Click-path map from blog/resource pages to service or contact pages.

Fix bucket: Strategic

Performance signals

audit-perf-01 - Homepage mobile performance snapshot captured

Why it matters: A baseline is required to prioritize and validate fixes.

Evidence to capture: Lighthouse or PageSpeed screenshot with timestamp and URL.

Fix bucket: Investigate

audit-perf-02 - Largest media assets are compressed and right-sized

Why it matters: Oversized media is one of the fastest ways to improve load speed.

Evidence to capture: Network panel rows for heavy image/video assets and byte size notes.

Fix bucket: Quick win

audit-perf-03 - Third-party scripts are justified and not excessive

Why it matters: Unmanaged tags often create hidden latency and instability.

Evidence to capture: List of third-party scripts with owner and business purpose.

Fix bucket: Strategic

audit-perf-04 - No obvious layout shifts on load and scroll

Why it matters: Visual instability erodes trust and hurts completion of forms/CTAs.

Evidence to capture: Screen recording of initial load and first-scroll behavior on mobile + desktop.

Fix bucket: Investigate

Analytics & measurement

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audit-analytics-01 - Primary conversion events are defined and documented

Why it matters: Without a shared event map, optimization decisions become opinion-driven.
Evidence to capture: Event list for lead-form submit, booked call, and other key conversions.
Fix bucket: Strategic

audit-analytics-02 - Core events fire on production-like environment

Why it matters: Broken tracking hides wins and masks funnel leaks.
Evidence to capture: Debug screenshots showing event names and parameters firing successfully.
Fix bucket: Investigate

audit-analytics-03 - UTM/source attribution persists into lead records

Why it matters: Attribution quality determines channel-level ROI decisions.
Evidence to capture: Sample lead records with source/medium/campaign values after submission.
Fix bucket: Investigate

audit-analytics-04 - Dashboard/report cadence is clear for stakeholders

Why it matters: Data only creates value when teams review it consistently.
Evidence to capture: Reporting owner, review frequency, and dashboard URL/location note.
Fix bucket: Strategic

Integrations

audit-int-01 - Form submissions create expected CRM records

Why it matters: Lead capture failures directly reduce qualified pipeline.
Evidence to capture: Submission timestamp and matching CRM record screenshot.
Fix bucket: Investigate

audit-int-02 - Auto-replies/notifications trigger as intended

Why it matters: Delayed or missing follow-up lowers conversion from warm leads.
Evidence to capture: Inbox or Slack screenshot of internal/external notifications from test submit.
Fix bucket: Quick win

audit-int-03 - Chat, calendar, and booking embeds load correctly

Why it matters: Broken embeds create invisible blockers in revenue-critical flows.
Evidence to capture: Screenshots or short recording of embed load and successful interaction.
Fix bucket: Investigate

audit-int-04 - Pixel/tag integrations load per consent policy

Why it matters: Improper firing creates compliance risk and polluted analytics.
Evidence to capture: Network comparison between accepted and declined consent states.
Fix bucket: Strategic