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Interactive checklist

Choose one status per row. Select another box to change your answer.
Save the PDF to keep your answers. Scores and written worksheets are completed manually.

Free edition: 34 website and conversion checks, plus a findings worksheet.

Get the complete Marketing Audit workbook - $3

160 checks, ownership review, mobile checklist and planning worksheets. Click here.

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Don't Start from Scratch. Start Smart.

Section 1 · Website & Conversion Paths

CHECKS 1 TO 34

☐ **PASS** meets the standard ☐ **FAIL** needs a fix ☐ **N/A** does not apply here ☐ **SEE NOTES** written answer in the findings

LOADS & TRUST

		P	F	N/A	S/N
1	**Your site loads securely, with no browser warning** Look for the padlock next to your web address. A "Not secure" warning is a fail.	☐	☐	☐	☐
2	**Your homepage loads fast on a phone** Run your address through pagespeed.web.dev on mobile. Largest Contentful Paint under 2.5 seconds in the field data passes. If there is no field data, under 4 seconds in the lab test passes.	☐	☐	☐	☐
3	**Every link in your top menu goes to a working page** Click all of them. Any error page is a fail.	☐	☐	☐	☐
4	**No placeholder text anywhere ("lorem ipsum", "Your text here", "John Doe")**	☐	☐	☐	☐
5	**No dead links on the pages where people buy, book, or contact you** Those are your money pages. Click every link on them.	☐	☐	☐	☐
6	**Your footer copyright shows this year**	☐	☐	☐	☐
7	**Your contact email uses your own domain, not gmail or yahoo**	☐	☐	☐	☐
8	**No expired promotions or past events still showing as current**	☐	☐	☐	☐

CONVERSION

		P	F	N/A	S/N
9	**A first-time visitor can name the one thing you want them to do** Show your homepage to someone who does not know your business for five seconds, then hide it. If they name the action you want, it passes. Hesitation is a fail.	☐	☐	☐	☐
10	**That action is reachable in two taps or fewer from any page**	☐	☐	☐	☐
11	**Your phone number is tappable on a phone** Open the site on your phone and tap it. If it doesn't start a call, it's a fail.	☐	☐	☐	☐
12	**A booking or purchase works on a phone, up to the final button** Run it on your phone: pick a time or an item, fill in the details, and reach the last screen. Stop there. Never confirm or pay. Any error, dead end, or "call us to finish" before that point fails.	☐	☐	☐	☐
13	**Your bio link works inside the app, up to the final button** Open your bio link from inside Instagram or LinkedIn, which use their own browser, not Safari or Chrome. Take the action up to the last screen and stop. Forms, payments, and tracking that work fine everywhere else break in there.	☐	☐	☐	☐
14	**Your contact form works on a phone, up to the send button** Fill every field on your phone, then stop. Each field takes a tap, the phone field brings up a number pad, nothing hides behind the keyboard, and leaving a required field empty shows a clear message.	☐	☐	☐	☐
15	**Your form tells people what happens next** Near the form or on it: who answers and how fast. "We reply within one business day" passes. A bare Submit button fails.	☐	☐	☐	☐
16	**Your contact form asks only for what it needs** Name, a way to reach them, and the message. Five fields or fewer passes. A required budget, address, or "how did you hear about us" fails.	☐	☐	☐	☐
17	**Pricing, or how to buy, is findable without calling you**	☐	☐	☐	☐
18	**Your displayed hours match your real hours** This is the version on your own site. It passes when it matches your Google listing. The listing and the AI answers get their own checks later.	☐	☐	☐	☐

Section 1 · Website & Conversion Paths (continued)

CHECKS 1 TO 34

CONVERSION

		P	F	N/A	S/N
19	**If customers come to you, your address and directions are easy to find**	☐	☐	☐	☐
20	**Everything you sell has its own page** Click into one and watch the address bar. If it never changes, you can't send anyone to that specific thing.	☐	☐	☐	☐
21	**There is a way to join an email list somewhere on your site**	☐	☐	☐	☐
22	**Your email signup says what people get** Next to the form: what you send and how often. "Subscribe to our newsletter" on its own fails. N/A if there is no signup.	☐	☐	☐	☐

STRUCTURE

		P	F	N/A	S/N
23	**Your site menu matches what you sell**	☐	☐	☐	☐
24	**Your site search works, if you have one**	☐	☐	☐	☐
25	**Your error page sends visitors back into the site** Type your address with nonsense on the end, like yoursite.com/asdfgh, and see what comes up.	☐	☐	☐	☐
26	**You have a sitemap and it is current** Type yoursite.com/sitemap.xml. If that errors, try /sitemap_index.xml and /wp-sitemap.xml. All three failing is the fail. Then open three pages it lists, at random. Any error page fails.	☐	☐	☐	☐
27	**Page titles read like sentences, not stuffed with your address and phone** Look at your browser tab, or search your business and read the blue headline.	☐	☐	☐	☐
28	**Your main pages have a description written for search results** Right click, View Page Source, and search for name="description". One on your homepage and on each top-menu page, no two the same, passes. Google rewrites the gray text in search results, so the source is the real answer.	☐	☐	☐	☐
29	**Images on your main pages have alt text** Right click, View Page Source, and search for "alt=". Empty quotes count as missing. A free checker like WAVE shows every image at once.	☐	☐	☐	☐
30	**Your site is usable on a phone without pinching to zoom**	☐	☐	☐	☐

OWNERSHIP

		P	F	N/A	S/N
31	**Your booking, buying, and contact pages sit on your own web address** Click every book, buy, and contact button. Another company's address fails, unless the tool is embedded in your own page. A Stripe, Square, or PayPal payment step does not count against you.	☐	☐	☐	☐
32	**Your site is built on a platform any developer can work on** Run your address through a free site profiler like BuiltWith or Wappalyzer. WordPress, Squarespace, Wix, Webflow, and Shopify pass. A builder only one agency can open is a fail.	☐	☐	☐	☐
33	**Only one analytics account is collecting from your site** Open Google's free Tag Assistant, or the browser's network tab filtered for "collect", and load two pages. List every G- ID that receives data. One passes. Two or more fails, and usually means a past agency is still collecting your data. N/A if check 88 found no Google Analytics.	☐	☐	☐	☐
34	**Your email domain is set up so your mail is trusted** Run the SPF and DMARC lookups at mxtoolbox.com. Both records present passes. DKIM can only be read from an email you send, so it is on Your Keys. N/A if no email runs on your domain.	☐	☐	☐	☐

Findings & written answers.

Every check marked FAIL or SEE NOTES is written out here: what was observed, where, and what it means for the business. This is the evidence behind the fix list. We report what we observed. Nothing here is legal advice.

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