

Greymouse Web Design Services

50-Point Website Analysis Checklist

Domain Name & Website Functionality

1. Domain name uses keywords? _____
2. Have email addresses on domain? _____
3. Have multiple versions of domain (.com, .org, .net, .biz)? _____
4. Does the site load quickly? _____
5. Does site load properly in all multiple browsers? _____
6. Does the site load quickly on mobile devices? _____

Overall Design

7. Company name clear? _____
8. Logo is linked to the home page? _____
9. Font size and style is appropriate? _____
10. Color schemes match and appropriate? _____
11. Good use of "white space"? _____
12. Adequate use of graphics? _____
13. Any overwhelming distractions – such as flash, animations, or music? _____
14. Is there a need for horizontal scrolling? _____
15. Social media profiles linked? _____
16. Email opt-in form on every page? _____
17. Videos embedded? _____

Website Navigation

18. Easy to navigate? _____
19. Easy to navigate on mobile devices? _____
20. Navigation bar properly positioned and easily seen? _____
21. Links to all main pages? _____

Content

22. Company message and call to action above the fold? _____
23. Company phone number and address (if applicable) visible? _____
24. Addresses the needs and wants of the target audience? _____
25. Addresses how the business can benefit the target audience? _____
26. Fresh content added consistently (for instance, a blog)? _____

- 27. Free of spelling and grammatical errors? _____
- 28. Free of industry jargons that visitors may not understand? _____
- 29. Proper keywords used in content? _____

Content Layout

- 30. Content laid out in short paragraphs so it can be skimmed? _____
- 31. Bullet points being used? _____
- 32. Sub-headings being used? _____
- 33. Call to action on all pages? _____

Contact Us Page

- 34. Clearly visible? _____
- 35. More than one contact option? (Phone, Fax, Email, Form, Chat, etc.) _____
- 36. Company address listed? _____
- 37. Hours of Operation listed? _____
- 38. Street map added? _____
- 39. All information current? _____
- 40. All "forms" working properly and being delivered? _____
- 41. Forms available for visitors to request a quote, request a call, etc.? _____

About Us Page

- 42. Clearly visible? _____
- 43. Clear description of company? _____
- 44. Shows owner and employee biographies? _____
- 45. All information current? _____
- 46. Social Media profiles linked? _____

Onsite SEO

- 47. Keyword optimized page title or "title tags"? _____
- 48. Proper Header Tags? _____
- 49. Proper keyword placement in content? _____
- 50. Business address listed on every page? _____
- 51. City and state used in content? _____

NOTES:

Courtesy of [Greymouse Web Design & Local Marketing Services](#)