south coast digital marketing

Website Initial Review

Purpose and Intent

What to Audit	Rank	Recommendations
Have you defined who your website will serve?		
Have you defined "how" your website will serve your audience?		
Do you have a compelling marketing message on your site tailored to the audience that you want to serve?		
Is your opt-in offer prominently displayed on your website?		
Does your opt-in offer clearly solve ONE problem for one type of person you want to attract to your site?		

Marketing Goals and Objectives

What to Audit	Rank	Recommendations
Have you created multiple funnel paths to turn your visitors into email subscribers?		
Do you have a plan in place to drive traffic and visitors to your website?		
Do you have a system in place to track visitor behavior and interactions on your site?		
Have you clearly defined the results that you want your website to produce?		
Is your lead generation/capture system connected to your website to site to collect email addresses?		

Design

What to Audit	Rank	Recommendations
Is your website's navigational menu easy to use?		
Have you defined (or are you using) a color scheme on your website from brand consistency?		
Is your site's typography and fonts easy to read?		
Are you using high quality graphics and images on your website?		
Is the overall design of your website cohesive and consistent with your company's branding?		
Is your website mobile friendly + (responsive)?		

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Content and Pages

What to Audit	Rank	Recommendations
Have you clearly defined the goal for all of the pages that you have added to your website?		
Do you have effective CTA's (Calls to Action) on all of your pages that lead your visitors to a desired action?		
Do you have a landing page connected to your website that you can use to collect email addresses and follow up with your email subbies later?		
Does your about page describe the problems that you solve in simple and easy to understand to your readers?		
Is your web copy clear and easy to understand .... and make your target audience feel they are in the right place? (Avoid brochure speak and jargon) at all costs... #ClearBEATSClever		

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What to Audit	Rank	Recommendations
Do you have a security plugin or system in place to protect your site from hackers?		
Have you removed any default users (admin, etc) to your site?		
Are you using strong usernames + passwords to secure your site?		
Do you have a backup system in place in case your website is hacked or crashes?		
Do you have an anti-spam system in place for spam prevention and resolution?		

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Creating effective websites for the Illawarra, Shoalhaven and Southern Highlands regions.

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