



The Coach School

Bonus:
*Website Audit
Checklist*

ALLI WORTHINGTON



BONUS:

Website Audit Checklist

Basics & Best Practices

- Is your name/business name clear and easy to see?
- Do you quickly establish what you do?
- Do you make it clear who you serve and how you do it?
- Do you have at least part of your lead magnet showing above the fold?
- Is the lead magnet's benefit clear?
- Is the navigation clear and not clever?
- Is your content written so skimmers can get it?
- Do you clearly tell people what to do next?

Design Elements (Did you...)

- Remove clutter?
- Ban sidebars?
- Trash vague newsletter sign-up boxes?
- Make sure your paragraphs are less than 3.5 sentences tall?

The Kid Test (Can a child answer...)

- What do I/we do?
- What should you do next?
- Does it make sense?
- Do you like this?
- What is confusing?

Pro Tip: Be sure to use the coaching page checklist on page 8 of the Module 7 Workbook on Websites to review content on your coaching page!