



WEBSITE/ SOCIALMEDIA

AUDIT CHECKLIST

WEBSITE



Content

How does the content align with where we are now?

How does the content align with where we are going?

What items are missing?

Do we have the latest:

Team members? _____

News? _____

Awards? _____

Certifications? _____

Blog? _____

New products? _____

New services? _____

Testimonials? _____

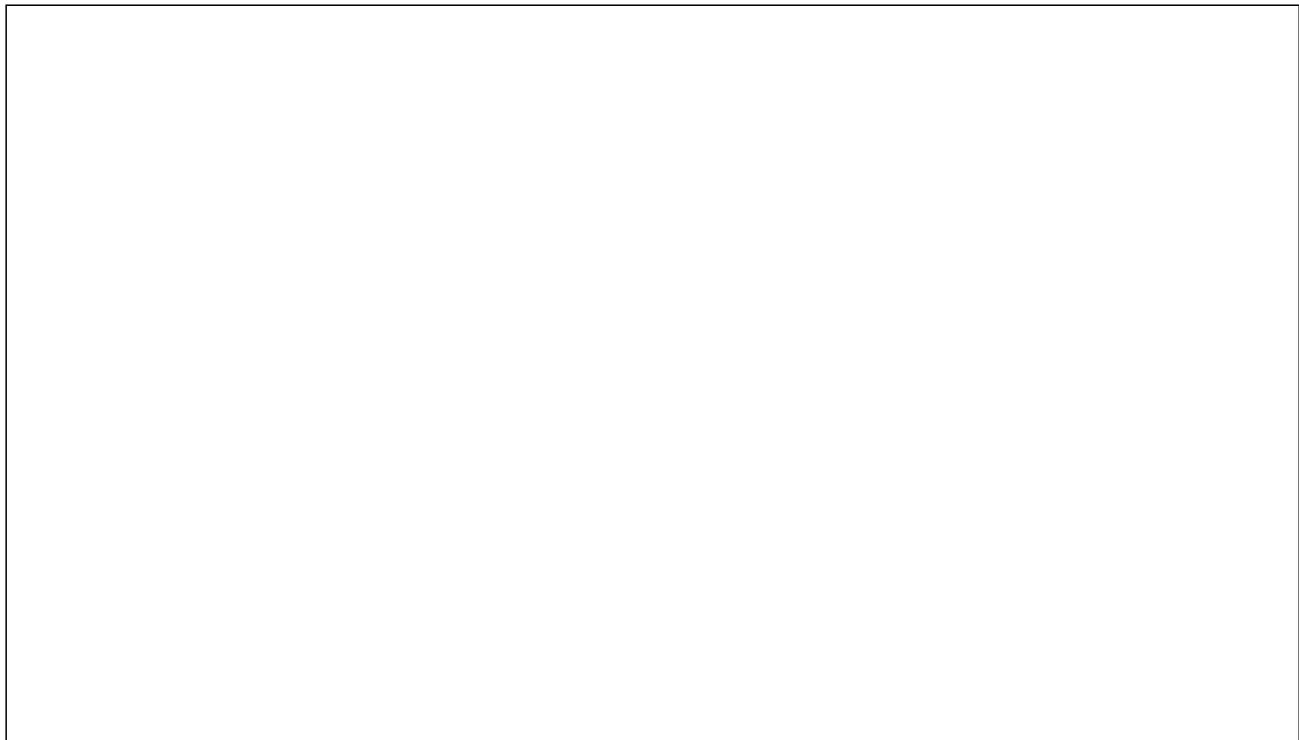
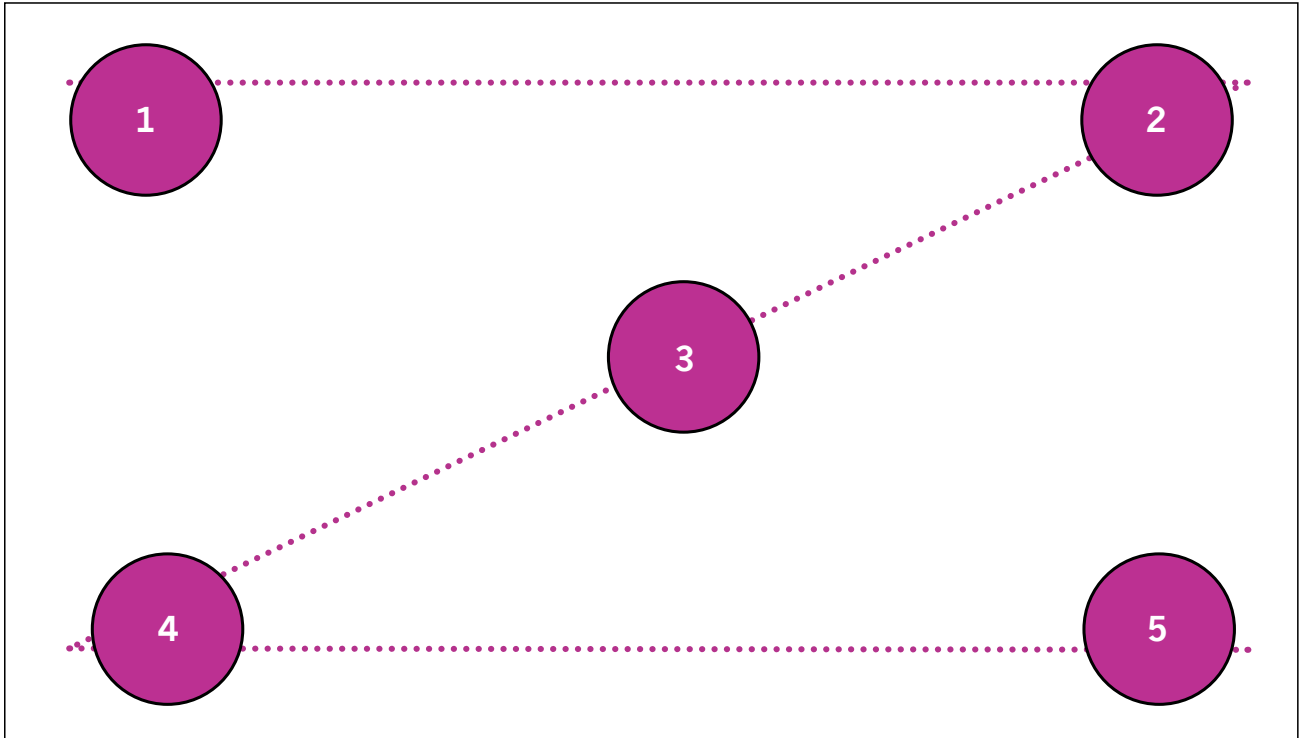
Endorsements? _____

Design

Logo updated?

Colors matching?

Layout of pages?





What is above the fold? _____

Upper left hand corner: _____
Upper right hand corner: _____
Middle diagonal center area: _____
Lower left hand corner: _____
Lower right hand corner: _____

Functionality

Main function of the website:

Call to action:

How many clicks does it take to get to call to action:

Use these tools-
www.websitegrader.com

SOCIAL MEDIA



Accounts:

Linkedin handle: _____

Followers Now: _____

Goal: _____

Facebook handle: _____

Followers Now: _____

Goal: _____

Instagram handle: _____

Followers Now: _____

Goal: _____

Twitter handle: _____

Followers Now: _____

Goal: _____

Snapchat handle: _____

Followers Now: _____

Goal: _____

Tik Tok handle: _____

Followers Now: _____

Goal: _____

Overall View: _____

Overall Goal of Social Media Presence: _____

All handles the same? _____

Preferred platform?: _____

Tagline the same across all platform: _____

Graphics the same? _____

What are the key brand identifiers?
(i.e. logo, colors, tagline, description, URLs) _____

Consistency? _____

Voice: _____

Tone: _____

Frequency: _____

Editorial Calendar: _____

Main message: _____



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