

B2B Website Audit Checklist

A comprehensive website audit is essential for identifying areas where your B2B website can be improved. This checklist will guide you through a thorough evaluation of your website's design, content, SEO, and user experience. By addressing any issues you uncover, you can enhance your website's effectiveness and drive more leads and conversions.

Design

- **Visual appeal:** Is the website visually appealing and consistent with your brand identity?
- **Mobile responsiveness:** Does the website adapt well to different screen sizes?
- **Navigation:** Is the navigation clear and easy to use?
- **Loading speed:** Does the website load quickly?
- **Accessibility:** Is the website accessible to people with disabilities?

Content

- **Relevance:** Does the content align with your target audience's needs and interests?
- **Quality:** Is the content well-written, informative, and engaging?
- **Keyword optimization:** Are relevant keywords used throughout the content?
- **Call-to-actions:** Are there clear and compelling calls to action on every page?
- **Freshness:** Is the content up-to-date and relevant?

SEO

- **Keyword research:** Have you conducted thorough keyword research to identify relevant terms?
- **On-page optimization:** Are your title tags, meta descriptions, and header tags optimized for SEO?
- **Backlinks:** Are you building high-quality backlinks to your website?
- **Technical SEO:** Are there any technical issues that could be affecting your website's SEO?

User Experience

- **Site speed:** How quickly does your website load?
- **User-friendliness:** Is the website easy to navigate and understand?
- **Trustworthiness:** Does the website build trust with visitors?
- **Conversion rate:** Are you converting visitors into leads and customers?
- **Customer feedback:** Have you collected feedback from visitors to identify areas for improvement?

By completing this checklist, you can gain valuable insights into your B2B website's performance and identify areas for improvement.