FRONT END WEBSITE AUDIT

21 HANDSHAKE

SECTION 1: ARCHITECTURE AND NAVIGATION

What is the main action someone is intended to take on the site right away?	
Can a user identify their current position on the website from any page?	
Are users able to easily return to the website homepage/main page?	
Can the links jump to the right page or anchor text? Are any links broken?	

SECTION 2: LAYOUT AND DESIGN

Color alone doesn't convey meaning, hierarchy, or function - is there bold text, italics or other ways that convey meaning?	
Visual hierarchy clearly prioritizes the most important things for a visitor to know.	
Is it easy to tell what the company or organization does, and what the site is with a cursory glance when landing on the website?	
Are key points of differentiation of the product or service called out in a scannable way such as bullet points?	
Are secondary actions clear but not more prominent than the primary action you want a visitor to take?	
Are visuals simple, tasteful and used to convey meaning.	
Overall layout is taking advantage of existing design patterns and visitors will be able to quickly intuit where to find key items.	
The design focuses visitor's attention on key elements.	

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SECTION 3: CONTENT AND READABILITY

Does text communicate with the user?	
Is the language concise, readable, eduational?	
Does the meaning of the content fit with each other?	
Is the important content located in a significant position?	
Are there any elements that interfere with vision and attention?	
Does content speak to ideal buyer and use language familiar with them?	

SECTION 4: BEHAVIOR AND INTERACTION

Does website inform and lead the user what they can do next?	
Does it inform the user what are the necessary steps to take the action desired?	
Is it easy to tell what the company or organization does, and what the site is with a cursory glance when landing on the website?	
Are key points of differentiation of the product or service called out in a scannable way such as bullet points?	

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SECTION 5: MOBILE OPTIMIZATION

Check above-the-fold content on mobile – ensure that the most important elements are there and not cut off midway on the device.	
Have pop ups been disabled on mobile?	
Are videos responsive?	
Do mobile and desktop match-up for consistency?	
Is there a click-to-call link enabled for mobile?	
Is all contact information easily accessible?	
Are long tail keywords being optimized to capture voice search queries?	

NOTES: