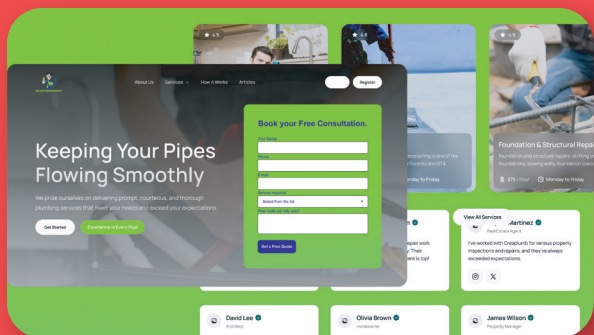


Website Audit Checklist

Fix These Key Issues & Boost Your Conversions

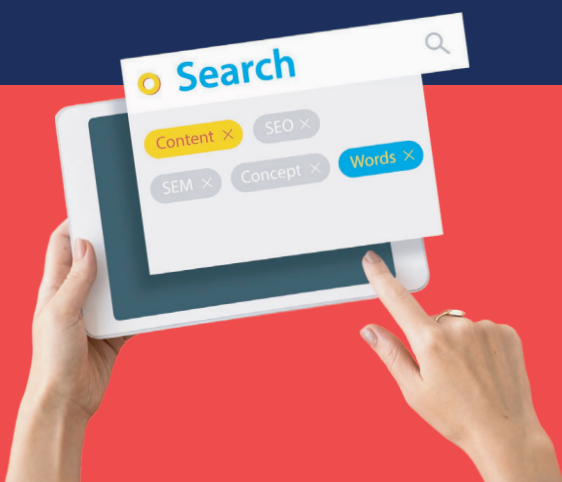


Homepage Essentials

- Clear value proposition in top section (hero)
- High-quality visuals and consistent branding
- Obvious primary CTA (e.g. Book Now, Get a Quote)
- Social proof (reviews, trust badges)
- Mobile-optimized layout

Speed & Performance

- Loads in under 3 seconds
- Images optimized (WebP or compressed)
- No unused plugins or bloated code
- Tested with GTmetrix / PageSpeed Insights

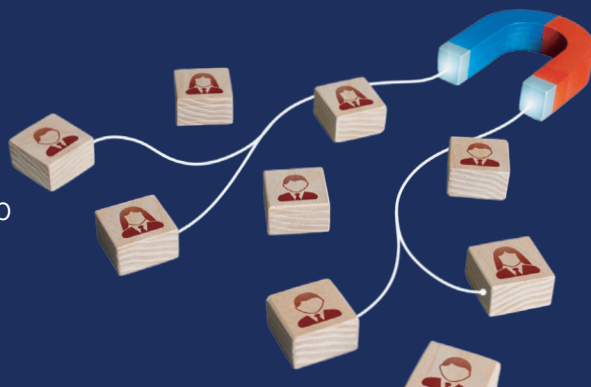


SEO Basics

- Title tags & meta descriptions are unique
- H1 used properly (one per page)
- Alt text on all images
- Internal linking between key pages
- Google Search Console connected

Lead Generation

- Contact form or booking system works smoothly
- Email capture form is visible
- Thank-you pages or confirmation messages set up
- Offers like freebies or discount prompts



*Content



Content & UX

- Easy-to-read fonts & colors
- Proper use of headings (H1 > H2 > H3)
- No large blocks of text — broken with visuals
- Clear, benefit-focused copy
- Navigation is intuitive

Technical Checks

- SSL certificate (HTTPS)
- No 404 or broken links
- Schema markup for services/products
- Responsive on all screen sizes
- Updated CMS & plugins



Need Help Fixing These?

Book a Free Website Audit Call with our experts at MeshDevs and we'll personally walk you through what's working, what's not, and how to fix it fast.