

Web Page Audit

Complete this evaluation form for every webpage on your site.
Rate each factor based on value provided to the intended audience.

Page Name: _____

	Description	Excellent	Average	Mediocre
Main Topic				
Question(s) Answered				
Call(s) to Action				
Takeaway (value prop)				
Use of we, our, us, our company, company name, product names, features, etc.	# of uses _____			
Use of prospect, role, you, yours, your company, benefits, etc.	# of uses _____			
Keywords and phrases used in content				
Time Spent	Average time to read: _____ Time spent on page: _____			
Related Web Pages (linked?)				
Additional Content Ideas				

After you've evaluated all pages of your website, assess for continuity. Try to create relationships between pages you may not have considered. Use your additional ideas for your content plan.