

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.