



# Website Review

CHECKLIST

*by WP Mavens*

*Hey you!*

If we haven't met already, then hey! We're Emma & Haley. We've been IRL BFFs since high school (way back when Emma had a crush on Haley's now-husband. Awkward!) and biz besties since 2014.

It's a forever thing for us. We've cheered each other through thick and thin across crushes, continents and careers.

In 2008, when Emma wondered aloud if she could really get paid for doing something that felt so easy and rewarding, Haley lovingly nodded and said, "HELL YEAH YOU CAN - the world needs you to become a WordPress design sensei!"

And in 2012, when Haley was teaching herself how to become a designer, Emma was there to mentor, encourage, inspire and unf\*ck the entire process for her.

Today, you can find us high-fiving each other as we help our Mavens become the masters of their destinies and web design businesses.

So what's WP Mavens? It's our very own success club for female web designers, where we'll be dishing up the monthly support, guidance and goodness you need to turn your webby talent into a profitable & productive WordPress web design business.

Discover all the goodness inside [WP Mavens here](#).

All our love,

*Em & Haley xo*

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[WWW.WPMAVENS.CO](http://WWW.WPMAVENS.CO)



# WEBSITE REVIEW CHECKLIST



## First Impressions

- Describe your overall first impression (fun, inviting, corporate, professional, messy, overwhelming, outdated, etc.) and how this could impact conversions? EXAMPLE: “When I first land on your homepage my overall first impression is that it’s friendly & inviting but also looks a bit outdated. Having a website that looks more modern and up to date will help build trust with your website visitors and they’ll be more like to want to do business with you.”

## Above The Fold

- Talk about what you see above the fold, what’s good, what you’d change and why this is important. EXAMPLE: “What you see on screen before scrolling is what we call ‘above the fold’. This above the fold section on your homepage is the most valuable real estate of your site so we want to ensure we nail it. I love that you have your USP here already but I’d like to see if we can make it more concise. I’d also suggest removing the social sharing icons from here. These are directing people away from your site which is NOT what we want to do.”

## Main Menu

- Is the main menu easy to read, click and navigate?
- Are all the most important pages in the main menu?
- If there are more than 7 main menu items can you suggest any be filed into a dropdown so it’s less overwhelming?
- Does the logo link to the homepage? It should!

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- What does the menu look like on mobile & tablet?
  - Would you make any changes to the main menu?
  - EXAMPLE: “I’d suggest using a different version of your logo in the header so that it’s easier to read. We want people to know straight away that they’re in the right place. I would also suggest removing the search icon from the main menu and making your Donate link more prominent — we can make it look more like a button instead, perhaps even animated on hover so people really want to click on it!”

## Homepage Content

- What content would you suggest to add / remove / reposition / change on the homepage? TIP: If the client has shared their main website goals with you then you can suggest adding CTAs/links to these on their homepage. EXAMPLE: “Overall, the content on your homepage is good but I would like to add more. I would suggest adding a short About Us section with approx. 200 words covering your main points of difference. This will give website visitors the lowdown right away. Including more text on your homepage also helps boost your SEO (Search Engine Optimisation / Google Rankings) too. I’d also recommend moving the testimonials section further down the page and making the 3 main reasons people are visiting your website for more prominent. For example, I recommend adding 3 boxes just under the fold, linking to your Op Shop, Projects & Get Involved pages.”

Note: You can repeat the above steps for other important pages on their website like the about or sales pages. Typically, I will always review the About page as stats show this is the next most important page after to the homepage. I also don’t go into as much detail on internal pages as the homepage unless I know they have specific sales, landing or product pages that are important for conversions.



## Typography

- Talk about the typography. If it looks off, what would you suggest. If it looks good, then give them the compliment. Things to look for:
  - Is any text too small and hard to read?
  - Is any text too fine or does it not have enough contrast making it hard to read? Website visitors who use low-res screens or who are visually impaired will have a hard time reading fine/light-weight text.
  - Is any text too large? Perhaps it needs to be reduced on mobiles and/or tablets so their aren't weird line breaks.
  - Does the font choice and text colour/s suit the brand? Does it give the right impression?
  - Would you suggest using a different font or introducing an additional font for headings or pull quotes, etc.?
  - Do larger blocks of text need to be broken up so they're less overwhelming and more inviting to read?
  - Is there ever more than 15 words per line? The optimal line length for body text is 9-12 words per line (approx. 50-75 characters). Anything shorter or longer can hinder readability which will likely mean people won't read your copy and may even exit your website altogether. Personally, we aim to keep all body text within this range but we're still ok with up to 15 words per line.
- EXAMPLE: "I've noticed some of your body text is a different shade of grey. I recommend making all body text the same darker grey colour as this will be easier for people to read, especially on lower-resolution screens. I'd also go through and ensure your body text is 9-15 words per line. I noticed in a couple of places it's longer than this which hinders readability and can also overwhelm the visitor meaning they are way less likely to actually read your copy."



## Imagery

- Talk about the imagery using on the website. If it looks off, what would you suggest. If it looks good, then give them the compliment. Things to look for:
  - Does the imagery give the impression they're hoping for?
  - Do the photos look like generic stock photos?
  - Do they have professional photos of themselves, their business, their products, etc.?
  - Would you suggest they invest in a branding photoshoot to better showcase their organisation and offerings on their website?
- EXAMPLE: "I love the photo at the top of your homepage. In a split second I can see the heart & soul of your organisation. It would really help to have more photos like this throughout the website, especially on the About page and individual projects pages. Overall, I'd suggest having more photos throughout all the website which will boost your 'know, like and trust' factor. PRO TIP: Investing in a professional branding photographer can take the pressure off having to take all these images yourself and will ensure they're great quality for use on your website and other promotional materials too."



## Internal Pages

- As well as the usual things like typography, imagery we covered above, here are some other things to look out for on internal pages:
  - Is there a minimum of 300 words of text? There should be a min. of 300 words for SEO purposes.
  - Is there a clear CTA (call to action)? You want to make it easy for visitors to take the next step. Don't leave them guessing. Have one clear call to action to take the next step.
  - Is it obvious where I am on the website? Ideally there should be a clear page title and if the page is in the main menu then the active page should be indicated. For larger websites, breadcrumbs can be helpful.
  - When clicking through to an internal page is it obvious that it's a new page? When pages look too similar and/or don't have a clear page title it can be hard to know whether we're on the right page.

## General

- Are there any other general things you could improve on that are worth mentioning?
- Does their website look and function well on mobiles & tablets?
- Are there some features on their competitors' websites worth including?
- What's their website speed like? Could this be improved?
- Is their website not displaying nicely on Google or when shared on social media? You can easily fix this up (using Yoast SEO or a similar plugin) so why not tell them you will get that sorted for them too.



- EXAMPLES:

- “Including some case studies or a more detailed projects / portfolio section will help to showcase your work and build trust with your website visitors.”
- “Many websites have very text heavy copy, meaning there is a lot of text that’s not nicely designed or broken up into easily digestible chunks. This can be overwhelming and boring to visitors which means it’s unlikely they’ll actually read it. Your website is great in that it’s generally quite concise. But I feel in some places there should be more detail. I would also like to reformat the text with more subheadings, pull quotes and bold key words so it’s more enticing to read or scan through and get the main points quickly.”
- “Adding some custom (and potentially animated) icons to your website will help to modernise your site and make it feel more fun and professionally designed.”
- “You don’t currently have links to your social media pages in your footer. I highly recommend including links on your Contact page and your footer on all pages.”



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