

Sample Website Audit Report

PUBLIC SAMPLE • Example deliverable format for a full audit. Findings and recommendations vary.

Executive summary

This report shows how we document findings and translate them into a practical action plan. It is written for owners and developers: clear priorities and clear next steps.

Key findings

Area	What we look for	Example note	Priority
Messaging	Clarity, offer, proof, CTA	Headline is strong, but the primary CTA is unclear above the fold.	High
Structure	Sections, hierarchy, friction	Page has multiple competing CTAs. Simplify to one main path.	High
Tracking	Analytics and conversion events	No conversion events are configured for form submissions.	High
Performance	Mobile speed and UX	Large hero media increases load time on mobile. Use a lighter poster and lazy load.	Medium
SEO basics	Titles, descriptions, indexability	Several pages share the same meta title. Customize per page.	Medium

Recommended next steps

- Clarify the primary call to action above the fold and reduce competing buttons.
- Add conversion tracking for key events such as forms and primary CTA clicks.
- Optimize hero media for mobile performance with smaller assets and lazy loading.
- Create unique titles and descriptions per page to avoid duplication.
- Run a short A/B test on headline and CTA wording after tracking is in place.

Notes

This is a public sample. Final deliverables are customized to each site and business. Timing and scope vary based on complexity, access, and responsiveness.