

Website experience audit.

Content

- Do all pages have a clear call to action? **+1**
- Do all pages have a clear message? **+1**
- Is all of the content concise? **+1**
- Is all of the content easily skimmed? **+1**
- Is there contact information on every page? **+1**
- Is there a clear hierarchy of the text (headlines, subheads, body copy)? **+1**

Layout

- Does the visual size of each section match its level of importance? **+1**
- Are there multiple links throughout the website to get to each content section? **+1**
- Do all elements have consistent design (links, buttons, location of information on the page)? **+1**

Optimization

- Are all images optimized? **+1**
- Does the website load in under two seconds? **+1**

Mobile

- Are all buttons and links large enough to be easily tapped on mobile? **+1**
- Is the text large enough to read comfortably? **+1**
- Is the content easy to read and understand in the mobile layout? **+1**

Total Score: /14

What Your Score Means

11-14: You have a great user experience on your website.
7-10: Your website experience is in need of some attention.
Below 7: Let us help.

Please reference thejamesagency.com/website-experience-audit for more information. Whether you got a perfect score or have some room for improvement, The James Agency is here to help.