

Website Redesign Audit Guide

Use this guide before redesigning a site so the project improves message clarity, conversion, mobile UX and technical performance—not only visual style.

1. Three-second message test

A new visitor should be able to identify what the company does, who it helps and the next action without reading the entire hero.

- Clear category or service
- Specific value proposition
- Visible primary CTA
- Supporting proof close to the decision

2. Conversion path audit

Trace the shortest path from landing to meaningful enquiry. Remove competing CTAs that send the same user in different directions.

- Primary conversion
- Secondary learning path
- Form friction
- Mobile CTA visibility

3. Responsive UX and CLS

Check the site at 376px as well as common tablet and desktop widths. Reserve space for images and avoid layout shifts caused by fonts or late-loading media.

- 376px viewport
- Navigation drawer
- Image aspect ratios
- Form controls and tap targets

4. Technical SEO hygiene

Each important search intent should have one canonical page with a unique title, description and useful body content.

- Canonical URL
- One descriptive H1
- Unique page copy
- Sitemap and structured data

Planning note

Use this document to prepare a discovery conversation. It is not a fixed technical specification or quotation; scope should be validated against users, data, integrations and operational constraints.