



Mini Website Audit Checklist

Stop losing clients before they click “Book.”

Use this quick audit to make sure your site is clear, credible, and client-ready.

1. Clear Call-to-Action

- My “Book Now” (or equivalent) button is visible above the fold on the homepage.
- My CTA repeats at least 3 times across key pages.
- The button uses action-driven language (e.g., “Book Your Strategy Call”).

2. Clean & Consistent Design

- My site uses no more than 2 fonts and 2–3 brand colors.
- My homepage headline clearly states who I serve + the result I deliver.
- My text is broken into short sections or bullet points (no “walls of words”).

3. Trust-Building Proof

- I showcase at least 1 client testimonial, review, or success story.
- My professional photo and/or short intro video is on my site.
- I include logos, partnerships, or credentials that reinforce credibility.

4. User-Friendly Experience

- My site loads in under 3 seconds (test with Google PageSpeed).
- It’s mobile-friendly and easy to navigate on a phone.
- Booking takes 3 clicks or less from the homepage.

5. Personal Touch

- My voice and story come through (not generic or copy-paste).
- I have a lead magnet/free resource that gives visitors a quick win.
- My brand feels authentic and aligned across all pages.

Score Yourself

- ✓ 12–15 checks: Your site is ready to convert!
- ✓ 8–11 checks: Solid, but some tweaks could boost client clicks.
- ✓ 0–7 checks: Time for a clarity makeover before more clients slip away.

At SMART Strategies LLC, we help women entrepreneurs refine their websites so they stop leaving money on the table.

Let’s book a Brand Blueprint Call to turn your site into your best sales tool.

www.thesmarterstrategy.com