Website Content Audit Checklist

A quick, professional guide to reviewing your website content for clarity, persuasiveness, and compliance.

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Use the following checklist to assess your website's content, messaging, and essential compliance elements. Identify gaps, ensure clarity, and make every page work harder for your audience.

1. Homepage & Hero Section

- ☐ Is the main headline clear and benefit-driven?
- ☐ Is your value proposition immediately understandable?
- ☐ Do subheads support the main message?
- ☐ Are calls-to-action visible and compelling?
- ☐ Are visuals relevant and high-quality?
- ☐ Does the homepage clearly communicate the website's purpose?

2. Services Page / Product Pages

- ☐ Is each service/product clearly explained?
- ☐ Are benefits highlighted over features?
- ☐ Does the copy avoids jargon or fluff?
- ☐ Are calls-to-action consistent and actionable?
- ☐ Are testimonials or social proof included?
- ☐ Are legal disclaimers or safety notices included, if relevant?

3. About Page / Story

- ☐ Is the brand story concise and compelling?
- ☐ Does the tone match the brand voice?
- ☐ Does the team or personal info build credibility?
- ☐ Is the contact info complete and easy to find?

4. Contact / Lead Capture

- ☐ Are forms easy to find and use?
- ☐ Are instructions, if any, clear?
- ☐ Are the buttons consistent with branding?
- ☐ Is a short privacy notice provided for data collected via forms?

5. Overall Website Content

- ☐ Do the fonts and formatting support effortless reading?
- ☐ Are tone and messaging consistent across pages?
- ☐ Are SEO basics included (titles, headings, meta descriptions)?
- ☐ Is all content current?
- ☐ Are all links in working order?

6. Compliance & Essential Elements

- ☐ Is the **Privacy Policy** present and accessible?
- ☐ Are the **Terms & Conditions** available?
- ☐ Is the **cookie banner/consent notice** present (for EU/UK visitors)?
- ☐ Are **product disclaimers/safety notices** present where relevant?
- ☐ Is the **Accessibility Statement** included or WCAG compliance noted?
- ☐ Is the **Impressum/legal disclosure** present, if targeting Germany, Austria, or Switzerland?