

Website audit worksheet.

Indexing

- Are your high-level pages being indexed by Google? **+5**

Google My Business (if applicable)

- Is your business location verified? **+3**
- Do you have accurate and complete business information in your listing? **+2**
- Do you have current photos of your business and offerings? **+2**
- Do you respond to reviews (both positive and negative)? **+2**

Ranking

- Do you rank on the first page for your main service line? (i.e. "Scottsdale advertising agency") **+5**
- Do you rank in Google Places for your main service line? **+5**

Site Speed

- Does your homepage load under 2.5 seconds? **+3**
- Is your homepage file size under 5MB? **+3**

Mobile Usability

- Does your site pass Google's Usability Test? **+5**

Total Score: /35

What Your Score Means

- 28-35: Your site is in great shape!
- 20-27: Your site needs improvement
- Below 20: Let us help

Please reference thejamesagency.com/website-audit for more information on how all these pieces work together. Whether you got a perfect score or have some room for improvement The James Agency is here to help.