



# Website Review Sheet

This tool will help you to analyse your website. Once completed, it can be used as a basis of discussion between you and your website designer.

Site URL (address): \_\_\_\_\_ Date Site Created: \_\_\_\_\_ Today's Date: \_\_\_\_\_

## SECTION 1 - STRUCTURE

**Do you have access to changing site content without contacting a developer?** YES / NO  
*i.e. Through web editing software or a content management system*

**Does the site load quickly? (Circle your connection: Broadband/Dial Up)** YES / NO  
*Note: Make sure you delete your browsing history before testing.*

**Do all the links work?** YES / NO  
*TIP: Use <http://validator.w3.org/checklink> to check your site's links*

**Does the site display consistently on different web browsers on PC and Mac?** YES / NO  
*TIP: Use <http://browsershots.org/> to check how your site displays on a variety of browsers*

**Are navigation links (menu items) where you would expect them to be?** YES / NO

**Is the menu easy to follow, intuitive and not loaded with too many options?** YES / NO

**Do pages corresponding to menu items contain the information expected?** YES / NO

**Do all pages contain the menu system (or an obvious way to return to the home page)?** YES / NO

**From the home page, is it easy to find key information?** YES / NO

## SECTION 2—DESIGN AND CONTENT

**Does the site look like it has been created by a professional web designer?** YES / NO

**Does the site appear to view well on small screens as well as large?** YES / NO  
*TIP: <http://www.brianapps.net/sizer/> may help you to view your website at different screen sizes*

**Is the company's brand and/or marketing message clearly shown by the website and consistent with your other marketing tools?** YES / NO

**Does the website clearly show the company's Unique Selling Point/Value Proposition?** YES / NO  
*i.e. Would a visitor quickly be able to see what makes this company different from its competitors?*

**Who is the target market/audience that the site is designed to appeal to?**

---

**Is the site doing an effective job of appealing to that audience?** YES / NO

**Is there a clear call to action on each page?** YES / NO  
*i.e. What is the visitor expected to do when they have finished reading that page?*

Main call to action: \_\_\_\_\_

**Are contact details clearly displayed? (Including phone, e-mail and physical address?)** YES / NO

**Does the website communicate that the company knows its products/services well?** YES / NO

**Is it clear who the people are behind the company?** YES / NO  
*TIP: People buy from people, not websites. Especially if your company is a service provider*

**Does the site encourage repeat visits and on-going communication with visitors?** YES / NO  
*i.e. Through newsletter subscriptions, special offers, latest news, etc.*

### **SECTION 3—SEARCH ENGINE OPTIMISATION & MEASUREMENT**

**Does the site feature a minimum of 150 words of keyword-optimised text content on each page?** YES / NO

**Can text be highlighted and selected with the mouse?** YES / NO  
*i.e. Words are presented as text rather than presented as part of an image or flash object?*

**Do image files and photos have relevant and descriptive file names and 'alt tags'?** YES / NO  
*TIP: Hover your mouse over an image. What text appears? Right click on an image and check its properties*

**Do any other websites/online directories link to the website?** YES / NO  
*TIP: Head to [http://www.iwebtool.com/backlink\\_checker](http://www.iwebtool.com/backlink_checker) and enter your site address*

**Is the site ranking on the first three pages of search engine results for popular keywords?** YES / NO  
*i.e. Try searching for your service/product keywords as if you were a customer.*

**Is the site updated regularly with new content?** YES / NO  
*i.e. News articles, new products, informative articles, blog posts, etc.*

If yes, how often: \_\_\_\_\_

**Do you have some way of viewing your site's statistics (number of visits, search terms used, etc.)** YES / NO  
*TIP: <http://www.google.com/analytics> provides an external method of viewing visitor statistical info.*

Now that you have completed your website review worksheet, contact Hot Pyjama Productions **NOW** on (03) 374 9929 or email [design@hotpj.co.nz](mailto:design@hotpj.co.nz) to set up an appointment to go through this sheet.

We will create an obligation free solution to re-design you site and address the areas that have been highlighted above to grow your business.

Best Wishes



Wendy Riley-Biddle  
Principal Designer/Director



**PS: Don't forget to bring this worksheet!**

[www.hotpj.co.nz](http://www.hotpj.co.nz)

Hot Pyjama Productions | Graphic Design and Website Design | [design@hotpj.co.nz](mailto:design@hotpj.co.nz) | (03) 374 9929