

Website Audit Worksheet

Website URL: _____ Date of Audit: ____ / ____ / ____

15 Second Test

Name something that stuck out about this website at first glance. Who do you think it is marketed to?

Homepage

Are the church/ministry's name, location, and service times easy to find?

Yes No

> **NOTES:**

Is there a clear and welcoming message for first-time visitors?

Yes No

> **NOTES:**

Is the navigation menu intuitive and easy to use?

Yes No

> **NOTES:**

Is the homepage visually appealing and consistent with the church's branding?

Yes No

> **NOTES:**

Content

Does the content seem up to date? (ex. current event listings, sermons, newsletters, ...)

Yes No

> **NOTES:**

Is there information about the leadership of the organization? (ex. clergy, vestry, ...)

Yes No

> **NOTES:**

Is there a section dedicated to ministries and community outreach?

Yes No

> **NOTES:**

Is the contact information easy to find?

Yes No

> **NOTES:**

Is there information for newcomers? (ex. FAQs, What to Expect, Info for Families, ...)

Yes No

> **NOTES:**

(cont.)

Usability

Does the website load quickly?

Yes No

> **NOTES:**

Is the website responsive? (Does the website adapt to different screen sizes?)

Yes No

> **NOTES:**

Is there a search function? If so, does it work effectively?

Yes No

> **NOTES:**

Visual Design

Is the text easy to read? (Appropriate font size, contrast, etc.)?

Yes No

> **NOTES:**

Is the imagery (photos, videos) relevant and high quality?

Yes No

> **NOTES:**

Overall Assessment

What are the website's strengths?

What areas need improvement?

Additional Comments:
