



Website Review Worksheet

A working checklist for business owners and teams who want to decide what to fix on their website first. Use it for your own review or a discussion with a provider. You can check some items yourself; measurement and indexing may need help from your website administrator.

How to use the worksheet

Choose your homepage, one important service or product page, and the route to an enquiry or order. Repeat the review on a computer and a real phone. Mark each item Pass / Issue / Unverified / Not applicable. Use Unverified when access or evidence is missing. Do not add the results into a universal score: one broken checkout can matter more than several small issues.

Website and URLs being reviewed

Date and reviewer

Phone and browser

Main action a visitor should take

Offer and navigation

01. The offer is understandable

Ask someone unfamiliar with your business to describe what you offer and who it is for in their own words. Record their answer and where they needed an explanation.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

02. The next step is clear

Find the primary button on an important page. Does its label explain what happens next, and does it lead to the correct destination?

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

03. Navigation leads to a useful destination

Go from the homepage to a specific service or product, then to an enquiry or order. Note dead ends and labels whose meaning is unclear.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

Information and trust

04. Visitors have enough information to decide

Check whether the page explains the scope of the offer, who it is for, how the work or purchase proceeds, and what happens after an enquiry.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

05. Project evidence is specific

Open work examples and check whether they identify a real project, your contribution and a supportable outcome. Flag removed or outdated examples for review.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

06. Contact information is current

Check the displayed email, phone number, business name and address where applicable. Verify contact-link destinations without sending test messages.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

Mobile experience

07. The mobile page fits the screen

Review the entire page on a real phone. Text, images, tables and buttons should fit the screen without sideways scrolling or zooming.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

08. Menus and buttons can be operated

Open and close the mobile menu and expandable controls. Check whether overlays or floating elements cover content or an important action.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

09. Content remains readable

Check text contrast, heading wrapping and information placed inside images. Increase text size in the browser and check that content and controls remain available.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

Language and submission

10. Link destinations use the expected language

Follow links to services, articles, projects and contact information. The language should not change unexpectedly; a language switch should reach the correct translation.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

11. Form errors explain what to correct

Check that fields have clear labels and required information is identified. Incomplete entries should produce a useful explanation without losing text already entered.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

12. Submission has a verified outcome

Arrange an explicitly labelled test with the administrator. Check both the visitor confirmation and delivery to the recipient. Mark Unverified if no test has been agreed; do not place a real paid order.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

Measurement and search

13. Measurement records a successful action

With the analytics administrator, check that an enquiry is recorded after successful submission, rather than a button click, and is not counted twice. Account for measurement consent and test-traffic exclusion.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

14. Important pages are accessible to search

Inspect selected URLs in Search Console and review any exclusion reason. Not every unindexed page is an error: internal, duplicate or private pages may be excluded intentionally.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

15. Page titles and descriptions match the content

Check the title and meta description of core service pages. They should describe the actual offer. Google may use different text in its results.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

Links and loading speed

16. Links and downloads work

Open important internal links and downloadable files. For an error, record both the page containing the link and the broken destination.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

17. Old URLs have an appropriate replacement

If the site changed, check the most important previous URLs. Redirects should reach a relevant replacement; do not automatically send every missing page to the homepage.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

18. Loading speed is assessed in context

Check loading on a real phone and relevant pages in PageSpeed Insights. Distinguish real-user measurements from a single lab test. Missing data does not establish either a good or a bad result.

☐ Pass ☐ Issue ☐ Unverified ☐ Not applicable

URL reviewed _____

Observation and evidence _____

Next action and owner _____

Ownership and verification

19. Website ownership is clear

Record who manages the domain, hosting, content and analytics, and who handles an outage. Do not put passwords or private customer information in this worksheet.

☐ Pass

☐ Issue

☐ Unverified

☐ Not applicable

URL reviewed

Observation and evidence

Next action and owner

20. Each fix has a way to verify it

For each selected issue, write what should work after the fix, who will check it and on which device. Mark it Done only after repeating the check.

☐ Pass

☐ Issue

☐ Unverified

☐ Not applicable

URL reviewed

Observation and evidence

Next action and owner

Illustrative entry

Illustrative entry, not a client result: On mobile, the open menu covers its Close button. A visitor cannot return to the content. Fix: correct the menu controls. Done means the menu opens and closes on the tested phone and through keyboard controls on a computer.

Your first three fixes

Start with obstacles that prevent the main action, such as a failed submission, an unavailable checkout or a covered button.

Next, address an unclear offer, missing decision-making information and an unnecessarily difficult route to contact.

Prioritise visual details according to their effect on readability and trust. An aesthetic preference alone is not evidence that a redesign is needed.

Fix 1

What we will fix and why _____

Owner and deadline _____

How we will verify the result _____

Fix 2

What we will fix and why _____

Owner and deadline _____

How we will verify the result _____

Fix 3

What we will fix and why _____

Owner and deadline _____

How we will verify the result _____