



Website Audit Scorecard

Score each area from 0 to 3. Anything below 2 is worth fixing before spending more on ads or extra traffic.

Area	What to check	Score 0-3	Notes
First screen	Can a visitor understand what you do, who it is for and how to contact you within 5 seconds?		
Mobile	No overlap, no horizontal scroll, readable type and easy-tap buttons.		
Trust	Real contact details, privacy/terms, honest proof and no fake reviews.		
Speed	Images are compressed and unnecessary scripts are kept under control.		
SEO basics	Clear page titles, headings, internal links and sitemap.		
Forms	Enquiries submit successfully and have a fallback route.		
Conversion	Main CTA is obvious and repeated at useful points.		

Total /21: Fix the lowest scoring item first, especially if it blocks trust, contact or mobile usability.