

Website Audit Worksheet for Propane Websites



Objective: Assess and improve your website’s content, functionality, and branding.

Instructions: Complete the following audit to evaluate different aspects of your website. Use the action items section to note areas for improvement.

GENERAL INFORMATION

Website URL: _____

Audit Date: _____

Auditor: _____

Content: What do people want to KNOW when they are on your website

CONTENT RELEVANCE & QUALITY ✓ YES ✓ NO

Is the content on your website up to date and relevant?

Is the content engaging and valuable to your audience?

Are there clear calls-to-action (CTAs) on every page?

Do you have a blog or resources section with regularly updated content?

SEO (SEARCH ENGINE OPTIMIZATION)

Do all pages have unique and descriptive title tags?

Do all pages have meta descriptions?

Are header tags (H1, H2, H3) used properly and consistently?

Are images optimized with alt text?

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CONTENT ACTION ITEMS

	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Functionality: What do people want to DO when they are on your website

PERFORMANCE

✓ YES ✓ NO

What is the average load time of your website? (Use tools like Google PageSpeed Insights or GTmetrix)

Desktop: _____ seconds

Mobile: _____ seconds

Are there any large files (images, videos) that are slowing down the page?

If yes, list them:

Are you using a Content Delivery Network (CDN)?

MOBILE FRIENDLINESS

Is your website responsive and mobile-friendly?
(Use tools like Google's Mobile-Friendly Test)

Are all buttons and links easily clickable on mobile devices?

Is the mobile navigation intuitive and easy to use?

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TECHNICAL SEO

✓ YES

✓ NO

Is your website free of broken links? (Use tools like Screaming Frog)

Is your XML sitemap up to date and submitted to search engines?

Is your website secure with HTTPS?

USER EXPERIENCE (UX)

Is the website navigation intuitive and easy to use?

Are contact forms and other interactive elements working correctly?

Are there any usability issues reported by users?

If yes, describe them:

ANALYTICS & TRACKING

Do you have Google Analytics or other analytics tools set up?

Are you tracking key metrics such as page views, bounce rate, and conversions?

Do you regularly review and analyze website performance data?

FUNCTIONALITY ACTION ITEMS

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Branding: Does the website match your brand and build TRUST

V I S U A L D E S I G N

✓ Y E S

✓ N O

Is the website design clean and professional?

Are the colors and fonts consistent with your brand identity?

Are images and graphics of high quality and relevant to your brand?

B R A N D C O N S I S T E N C Y

Is your logo displayed prominently on every page?

Are your brand's values and message clearly communicated?

Is the tone of voice consistent across all content?

T R U S T & C R E D I B I L I T Y

Are there any customer testimonials or case studies displayed?

Do you have any trust badges or certifications displayed?

Are your contact details easy to find?

B R A N D I N G A C T I O N I T E M S

_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>

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Summary & Next Steps:

Overall Website Score (1-10): _____

TOP PRIORITIES FOR IMPROVEMENT

1. _____
2. _____
3. _____

ACTION PLAN

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

This worksheet provides a comprehensive audit of your website, covering Content, Functionality, and Branding. It helps identify areas for improvement and create a plan to optimize your website effectively.