

WEBSITE AUDIT CHECKLIST

**Think Your Website is Okay? This 10-Step
Audit Will Revive Your Website Ranking**

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Law Firm Website Audit CHECKLIST

Want to find out what's driving visitors away from your law firm website instead of converting them into leads? Running through this quick 10-point inspection will help identify any problem areas that may be hurting your conversion rates. Don't let your website undermine your hard-earned reputation. Access our checklist now and start auditing!

#1: Mobile Optimization

- View site on multiple devices like mobile phones and tablets.
- Check if design adapts well or content is misaligned, cut off, or hard to read.
- Verify all CTAs and navigation work on mobile.

#2: Page Load Speed

- Use Google PageSpeed Insights or Pingdom to test overall speed.
- Identify any large files or resources that slow things down.
- Check if images are compressed and caching/gzip enabled.



#3: Design and Branding

- Ensure site design aligns with your law firm's brand identity.
- Look for outdated color schemes, fonts, or stock images.
- Make sure design is consistent across all pages.

#4: Calls-to-Action

- Find and list all CTAs on key pages like home, about us, services.
- Check that they stand out well and use compelling language.
- Confirm they lead users to appropriate action for conversion.

#5: Navigation

- Verify navigation menu is easy to find and navigate on all pages.
- Check that menu options and structure make sense for users.
- Test navigation from page to page to find any broken links.

#6: On-Site SEO

- Audit page titles, meta descriptions, headers, and content for targeted keywords.
- Look for duplicate content issues.
- Ensure site includes schema markup for better indexing.



#7: Blog

- Check if blog is easy to find and promotes fresh, useful legal content.
- Confirm blog integrates well with overall site design and navigation.
- Verify blog is optimized for organic search and lead generation.

#8: Lead Capture Forms

- Identify types of forms for email subscriptions, content offers, etc.
- Check they are prominently placed and reduce friction through smart fields.
- Confirm forms are mobile-friendly and integrate with your CRM.

#9: Site Security

- Make sure site has valid SSL certificate and HTTPS enabled.
- Check for any mixed content issues.
- Verify site is hosted on a fast, secure web server.

#10: Site Performance

- Use Google Analytics to check traffic volume, acquisition channels, behavior.
- Look for high bounce rates or fast exit times indicating engagement issues.
- Check conversion rates for desired actions like calls, form fills, purchases.



Website Audit CHECKLIST

- Point #1: Mobile Optimization
- Point #2: Page Load Speed
- Point #3: Design and Branding
- Point #4: Calls-to-Action
- Point #5: Navigation
- Point #6: On-Site SEO
- Point #7: Blog
- Point #8: Lead Capture Forms
- Point #9: Site Security
- Point #10: Site Performance



ABOUT SIMULAS

With over 8 years as leaders in creating high-converting websites for law firms, Simulas Web Design has perfected an authoritative process to build sites that capture leads and grow your practice.

Our team of experienced legal marketing specialists stays ahead of digital trends to evolve your online presence with strategic solutions customized for your firm's practice areas and goals. As your trusted digital partner, we become an extension of your team to provide ongoing optimization and innovative ideas that transform your digital landscape.

Our commitment is to enable the long-term digital success of your firm by crafting websites that convey expertise, managing your full digital presence for consistency, and allowing you to focus on providing excellent legal services with confidence in your online marketing strategy.

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