Annual Website Wellness Audit

Your Guide to a Healthy, High-Performing Website

When was the last time you truly reviewed your website?

Not just a quick peek to see if it's still there, but a genuine, thorough visit—clicking every link, exploring every page, and thinking about the overall impression it gives your ideal clients.

For many busy entrepreneurs, the answer might be "far too long ago." We pour so much energy into building our websites at the start, but once we're busy actually running our businesses, we often slip into **reactive mode**. Before we know it, we're only working on it when something is outdated, a link is broken, or our messaging no longer reflects the real value we bring to our clients.

That's where the **Annual Website Wellness Audit** comes in. Just like a preventative check-up at the doctor's office, this audit helps you spot issues early and keep your online presence in peak condition. When your website is working like a dream—secure, aligned with your goals, and easy for visitors to navigate—you'll see more leads and more sales because of a deeper connection with your audience.

In the pages that follow, you'll discover a simple, step-by-step checklist designed for busy entrepreneurs (and any savvy business owner) who want to ensure their website is always pulling its weight. You can tackle it all at once or break it into bite-sized tasks throughout the year. Either way, this annual review is your opportunity to make sure your digital "storefront" is truly open for business—and ready to wow every new visitor who clicks "visit site."

Ready to dive in? Let's make sure your website is primed to support your business goals, reflect your true brilliance, and convert visitors into paying customers.

Dream boldly. Act bravely.

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Regularly reviewing these items will keep your website working like a dream—supporting your goals and delighting your visitors.

1. Business Goals Alignment

Your website should serve your business, not the other way around. Keep the focus on your primary objectives—whether that's selling a product, booking consultations, or growing an email list. If your goals have shifted over time, your site needs to shift along with them.

Frequent Check (Monthly/Quarterly)

- ☐ **Review Your Messaging**: Make sure your main headline and subheadings still reflect your current offerings and audience. If you've shifted focus, adjust accordingly.

- ☐ **Check Calls to Action**: If your CTAs aren't generating leads or sales, experiment with new copy or placement. Click through them to verify the links and landing pages work.

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- ☐ **Evaluate Overall Strategy**: Does your website clearly funnel visitors toward your #1 business priority (e.g., booking a call or joining an email list)?

- ☐ **Refresh Core Pages**: Update any references to out-of-date services or brand messaging to keep everything consistent.

Why This Matters

Your website should reflect the heart of your business at all times. When your messaging aligns with current goals, you create a smooth path for visitors to become customers or clients.

2. User Journey & Navigation

Think of your website as a guided tour for potential clients: The easier you make it to understand what you offer and how to get it, the happier they'll be. Disorganized or confusing navigation can lead to high bounce rates and missed opportunities.

Frequent Check (Monthly/Quarterly)

- ☐ **Spot-Check Usability**: Click around your menu, sidebars, and footer links to confirm they're all working. Watch for any confusing layouts that might frustrate users.

- ☐ **Gather Feedback**: If possible, ask a new visitor or friend to test your site for clarity. Listen closely to where they stumble.

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- ☐ **Big-Picture Navigation**: Revisit your site structure. Are the most important pages front-and-center? Is your navigation intuitive, or do you have too many menu items?

- ☐ **Path to Conversion**: Map out how a typical visitor lands on your site and takes the next step (e.g., scheduling a call). Remove extra clicks or distractions.

Why This Matters

If visitors can't find what they need—or get confused along the way—you risk losing them. Periodic checks keep the user journey simple, while an annual review ensures your structure still fits your evolving business.

3. Functionality & Forms

Beautiful design means nothing if your booking system, payment gateways, or contact forms don't work. Regularly testing these components ensures users can reach you, purchase, or sign up without a hitch.

Frequent Check (Monthly/Quarterly)

- ☐ **Test Contact & Opt-In Forms**: Fill out your forms and confirm you receive the submissions in the right inbox.

- ☐ **Check Payment Gateways**: Run a small test transaction to ensure everything processes smoothly.

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- ☐ **Update Booking Calendar**: Reflect any schedule changes, pricing adjustments, or new services connected to your booking software.

- ☐ **Review Booking Emails & Policies**: Verify automated booking confirmations are correct, including refund/cancellation details.

- ☐ **Assess Tech Providers**: If your forms, booking tools, or e-commerce plugins are buggy or outdated, consider upgrading or switching.

Why This Matters

Every broken form or glitchy payment button equals lost leads or revenue. Catching and fixing issues early maximizes the chances that people who visit will actually convert.

4. Brand Consistency

Your brand isn't just a logo; it's the tone, visuals, and messaging that make your business recognizable and memorable. Over time, you might tweak your style or messaging, so your website needs to keep pace.

Frequent Check (Monthly/Quarterly)

- ☐ **Visual Consistency**: Confirm your logo, colors, and fonts look uniform across all pages (and devices).

- ☐ **Tone & Voice**: If you're publishing new blog posts or announcements, ensure they match your brand's personality and messaging.

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- ☐ **Brand Identity Review**: Has your brand evolved? If you've updated your services or target audience, refresh images, taglines, and brand statements sitewide.

- ☐ **About Page & Bios**: Make sure you're putting your best foot forward, highlighting any new credentials, partnerships, or accolades.

Why This Matters

A cohesive brand projects professionalism. If your website looks mismatched or outdated, visitors question your attention to detail—and whether you're the right fit for them.

5. Speed & Performance

Slow websites lose visitors. Everyone's juggling a million things, so if your pages take forever to load, users are likely to leave before even seeing your offer. Speed and performance also play a big role in search engine rankings.

Frequent Check (Monthly/Quarterly)

- ☐ **Page Load Times**: Use a tool like Google PageSpeed Insights or GTmetrix. Compress oversized images and remove unnecessary scripts.

- ☐ **Monitor Downtime**: Keep an eye on your hosting's uptime. If your site is frequently unavailable, talk to your provider or consider switching.

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- ☐ **Hosting Evaluation**: If you've grown significantly, you may need a better hosting plan for faster load times and higher traffic limits.

- ☐ **Performance Overhaul**: Take a closer look at all the plugins, themes, and code. Remove anything that's slowing your site down.

Why This Matters

A slow or glitchy website discourages visitors from exploring—and costs you valuable leads. Minor tweaks throughout the year help keep your site quick and reliable, with an annual overhaul ensuring you're on the best setup for your current needs.

6. Security & Updates

Cyber threats aren't just for big corporations—small businesses can be just as vulnerable. By regularly updating your platform, theme, and plugins, you significantly reduce the risk of hacks or data breaches.

Frequent Check (Monthly/Quarterly)

- ☐ **Platform, Theme & Plugin Updates**: Don't wait for your annual audit. Apply critical updates as they're released—after backing up your site.

- ☐ **Scheduled Malware Scans**: Use a reputable security plugin or service monthly or quarterly to spot and resolve threats.

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- ☐ **Review Domains & Auto-Renew Settings**: Ensure domains are set to auto-renew so your site doesn't accidentally go offline. Drop any you no longer need.

- ☐ **Verify Payment Info**: Update credit card details for your webhost, domain provider, business email, and newsletter service so you don't face unintended cancellations.

- ☐ **Security Policy Review**: Reevaluate website user roles and permissions—remove old or unused logins.

- ☐ **SSL Certificate & Renewals**: Make sure all certificates are valid and renew them before they expire.

- ☐ **Check Legal Pages**: Update terms & conditions, cookie/privacy policies, refund/return policies, and anything else that needs a legal refresh.

Why This Matters

Even a minor security lapse can quickly escalate into a major problem, and overlooking your payment information can lead to unexpected downtime or cancellations. Regular updates and scans keep hackers at bay, while your annual review is an ideal time to fine-tune policies and ensure everything is locked down tight.

7. Analytics & Tracking

Analytics are the closest thing you'll get to a roadmap of your visitors' behavior. By keeping tabs on metrics like page views, bounce rates, and conversions, you can see where to double down—and where you're spinning your wheels.

Frequent Check (Monthly/Quarterly)

- ☐ **Scan Key Metrics**: Keep an eye on visits, bounce rate, conversion rates, and top referral sources. Address any sudden drops or spikes ASAP.

- ☐ **Confirm Tracking Codes**: Make sure your analytics platform (like Google Analytics) is still capturing data correctly—especially after any site changes.

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- ☐ **Strategic Goal-Setting**: Compare year-over-year data. Are you hitting the targets you set (e.g., more email sign-ups, increased revenue from website leads)? If not, adjust your plan.

- ☐ **Review Underperforming Pages**: Identify low-traffic or high-bounce pages. Decide whether to improve or remove them. If you remove them, set up a 301 redirect to another relevant page.

Why This Matters

Data shows you what's truly working. Frequent checks help you pivot quickly, while an annual review reveals big-picture trends for planning.

8. Content Refresh

Content can turn stale if left unchanged for years. Regularly refreshing your blog posts, product descriptions, and resources keeps visitors (and search engines) interested, while showing that your business is active and relevant.

Frequent Check (Monthly/Quarterly)

- ☐ **Update Timely Info**: Remove expired promotions, past event details, or outdated pricing as soon as possible.

- ☐ **Add Fresh Content**: Consistent blog posts, new case studies, or testimonials keep your site relevant in search engines and your audience's eyes.

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- ☐ **Audit All Pages**: Take a thorough look at your entire site. Does your content reflect your current expertise and client success stories?

- ☐ **Optimize for SEO**: If you have older content that's still valuable, update keywords, images, or formatting to boost search visibility.

- ☐ **Review & Update Pricing**: Ensure site copy, buy-now buttons, and even email autoresponders reflect current rates. Remove old offers or packages you no longer provide.

- ☐ **Clean Up Promotions**: Delete or hide old promo graphics, sales pages, notification bars, and any inactive coupon codes.

- ☐ **Store Inventory**: If you sell products, review pricing, hide products that are no longer available, and remove old or irrelevant items.

Why This Matters

Stale or outdated content can make your business appear dormant, even if you're thriving. Regular small updates keep visitors engaged, while an annual review ensures your overall library of content is up-to-date and on-brand.

9. Community & Engagement

A sense of community can transform casual visitors into raving fans. Whether you connect through comments, social media, or a private forum, maintaining consistent engagement builds long-term relationships.

Frequent Check (Monthly/Quarterly)

- ☐ **Comments & Inquiries:** Respond to comments, emails, and form submissions promptly —clients expect quick communication.

- ☐ **Social Links**: Make sure the icons and links to your social profiles still work and reflect the platforms you use most.

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- ☐ **Platform Reassessment**: Are you active on all the social platforms you list on your site? If not, remove or replace them.

- ☐ **Community Feedback**: Survey your clients or members of your community to learn what they want more (or less) of on your site.

Why This Matters

A sense of community can set you apart in a crowded market. Keeping links fresh and responding promptly to messages builds trust, while a yearly bigger-picture assessment ensures your community interactions align with your business values.

10. Next Steps & Ongoing Improvement

Websites aren't static brochures—they're living, evolving business tools. By making small tweaks regularly and a thorough overhaul annually, you'll keep your site relevant and impactful all year long.

Frequent Check (Monthly/Quarterly)

- ☐ **ack Progress**: Keep a simple spreadsheet or dashboard of key metrics—like leads generated, site speed, or top-performing content—to spot trends quickly.

- ☐ **ini-Projects**: Tackle small improvements as they arise (e.g., updating a testimonial on your homepage or tweaking your contact form).

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- ☐ **eflect on Wins & Challenges**: Document what worked well this year—and what didn't. This sets the stage for realistic, growth-oriented goals.

- ☐ **an Major Changes**: Strategize bigger changes (like a full rebrand or adding e-commerce) so you can budget time and resources effectively.

Why This Matters

Websites are never truly "done." By systematically checking in throughout the year, you'll address issues early. Your annual review then becomes a powerful strategic moment to build momentum instead of playing catch-up.

Final Word: Keep It Client-Focused and Aligned with Your Goals

Following this Annual Wellness Website Audit—along with regular mini-checks—ensures your site remains a thriving business asset. When you handle small tasks frequently and reserve the big-picture strategy for an annual deep-dive, you'll avoid feeling overwhelmed and keep your site aligned with your evolving vision.

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Frequent Checks (Monthly/Quarterly)

- ☐ Review your messaging
- ☐ Verify CTAs are effective and functional
- ☐ Test menu, sidebars, and footer links
- ☐ Ask someone to test site usability for clarity
- ☐ Test contact and opt-in forms
- ☐ Check payment systems with a test transaction
- ☐ Ensure consistent logos, colors, and fonts
- ☐ Match tone and voice in all content
- ☐ Check page load times
- ☐ Monitor site uptime regularly
- ☐ Apply updates to platform, theme, and plugins
- ☐ Run malware scans monthly or quarterly
- ☐ Review key metrics like bounce rates and conversions
- ☐ Confirm tracking codes are functioning
- ☐ correctly
- ☐ Remove expired promotions and outdated info
- ☐ Add fresh blog posts or testimonials
- ☐ Respond to comments, emails, and inquiries promptly
- ☐ Ensure social media links are functional and up to date
- ☐ Document recent updates and their results
- ☐ Note any recurring issues and prioritize fixes

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- ☐ Evaluate overall strategy
- ☐ Refresh outdated services or brand messaging
- ☐ Revisit site structure and navigation
- ☐ Streamline the visitor path to conversion
- ☐ Update booking calendar and confirmations
- ☐ Evaluate and upgrade tech tools if needed
- ☐ Update images, taglines, and brand statements
- ☐ Update About page with new credentials
- ☐ Assess hosting plan scalability
- ☐ Remove slow plugins or unused scripts
- ☐ Check domain renewal and payment details
- ☐ Verify SSL certificates and legal pages
- ☐ Review year-over-year data and adjust plan
- ☐ Optimize or remove underperforming pages
- ☐ Audit and optimize all pages for SEO
- ☐ Update pricing, offers, and store inventory
- ☐ Remove unused social platforms
- ☐ Gather community feedback to improve content
- ☐ Review goals and plan future improvements
- ☐ Create a roadmap for future updates