



7-POINT LAW FIRM WEBSITE AUDIT

LAW FIRM NAME:

URL:

IDEAL CLIENT DESCRIPTION:

SECTION	EXCELLENT (4)	GOOD (3)	WEAK (2)	START OVER (1)	GRADE
TOP MENU	Firm name, logo, menu tabs and call to action are prominent	Firm name, logo, menu and contact info present but not clear	One or more of the necessary elements are missing	Two or more of the necessary elements are missing	
BANNER IMAGE	The headline, imagery and CTA clearly speak to the ideal client	The headline, imagery and CTA are present but unclear	The headline, imagery and CTA are present but not aligned with firm goals	The necessary elements are missing entirely.	
CALLS TO ACTION	Page contains clear, direct and compelling calls to action above and below the fold	Page contains strong calls to action but not enough of them.	Calls to action are present but not direct or compelling	Calls to action are weak or missing entirely	
BODY COPY/ LAYOUT	Text and images clearly expand on legal services promise, relate to client issue, demonstrate USP and are easy to understand	Text and images are clear and strong but are out of order or missing essential elements	Text and images are weak or out of order, do not relate to the ideal client and do not support firm goals	Text and images are weak, out of order or missing completely.	
PROOF	Logos and testimonials are impressive and prominently displayed or accessible	Logos and testimonials are present but lacking in volume	Logos are present but customer quotes and case studies are missing	There are no testimonials, quotes or award logos on the page	
FOOTER	Essential information is present along with additional resources, call to action and privacy policy	Essential information is present, but layout is cluttered or confusing	Essential business information is present, but CTA and resources are missing	Essential information is missing and there is no direct CTA or additional resources	
OVERALL USER EXPERIENCE	Home page is pleasing to the eye, loads quickly and is easy to navigate on both desktop and mobile	Home page visuals are strong, page loads quickly etc but is not consistent between devices	Visual identity is strong but layout is cluttered and not user-friendly or vice versa	Visual identity is weak, links are broken and layout is confusing or frustrating to user	

FINAL GRADE	
--------------------	--