



# Website Audit

## Rosche Digital Marketing

Thank you for requesting a free website audit! We hope this helps you improve your website and gets you more customers. If you need help with these improvements, don't hesitate to reach out.

Want to talk more about how RDM can help you? Schedule a virtual meeting [here](#).

Your Website: <https://www.rockfordchamber.com/>, built with wcpages

Auditor: [Cade Rosche](#), Owner of RDM

## SEO Audit

### Standard SEO Checklist

- ✓ SSL Certificate
- ✓ Favicon
- ✓ Google My Business profile
- One <h1> per page
- Keyword for the page in <h1>
- ✓ <meta> description on every page
- ✓ Optimized images with alt text
- ✓ Submit .xml sitemap with Google Search Console
- Short URLs
- ✓ Schema Markup

Additional comments

- > No <h1> on main page
- > .html in some of the page URLs

## Conversions

### Standard Conversions Checklist

- Call To Action (CTA) button in hero section
- CTA button is attention grabbing color
- Clear conversion goal on website
- ✓ Lots on information on what you are selling
- ✓ Track conversions with Google Analytics
- Reviews/testimonials on your site
- Live chat
- ✓ Minimal necessary form fields

### Additional comments

- > There are a lot of changes here that could be made. The hero section is not great, with the button not standing out well in the hero section, and there are a ton of buttons.
- > If you added some testimonials, it would give a better picture of the benefits of membership

## User Interface/User Experience

### Standard UI/UX Checklist

- ✓ Responsive Site
- 1 or 2 fonts max
- ✓ Clear color palette
- ✓ 19px-21px body copy
- Clear user flow
- Good text contrast
- ✓ Minimal center aligned text
- ✓ Well done whitespace