



WEBSITE AUDIT

- DOES IT REPRESENT YOUR BRAND?
- DOES IT HAVE A FLAVOR OF YOUR PERSONALITY?
- IS IT INVITING AND PERSONAL?
- IS IT EASY TO NAVIGATE?
- DOES IT CONTAIN YOUR BRANDED HEADSHOTS?
- DOES IT CONTAIN YOUR RESUME ON A PAGE (NOT IMAGE) WITH OPTION TO DOWNLOAD TO PDF?
- DO YOU HAVE AN EASY TO NAVIGATE MEDIA LIBRARY WITH CLIPS/REELS NAMED APPROPRIATELY?
- IS THERE A WAY TO CONTACT YOU?
- ARE THERE ICONS/LINKS TO YOUR ACTIVE SOCIAL MEDIA? ARE THEY CONNECTED?
- IS IT MOBILE-OPTIMIZED
- IS ALL THE TEXT EASY TO READ, USING HEADLINES AND BOLDDED TEXT TO GUIDE THE READER