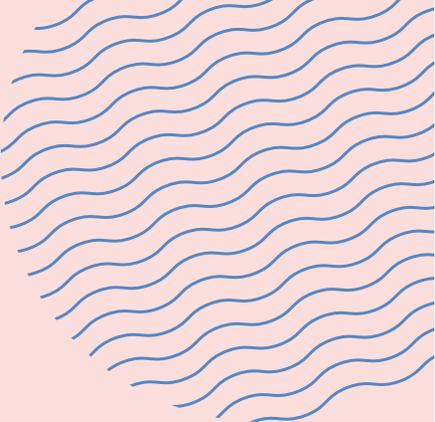


Creative Content Audit





"As consumers' standards rise, so does the pressure on content producers. Content must be well-designed and easy to consume or they risk losing their audience"¹

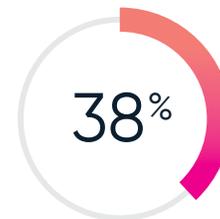
- Source: Adobe

Ready to Start Your Creative Audit?

You've dotted all your i's and crossed all your t's but your website is still not performing the way you want.

Maybe it's the design. Perhaps it's your copy. Or maybe it's something you've never even considered! No matter what, you'll want to zero-in on the issue or risk losing your audience.

You might start asking yourself: Do I start over from scratch or fix a few elements here and there? If you don't regularly check up on the health of your website's creative and content efforts, there's no way to know for sure what needs to be optimized. With this checklist, you can quickly evaluate the creative aspect of your sites and identify opportunities for improvement.



"38% of visitors will stop engaging with a website, if the content or layout is unattractive"²

- Source: Adobe

User Experience

A good website should be easy for your visitors to use, so start your audit off by taking these questions into consideration:

Is it designed for the end-user in mind?

Is my website easy to navigate?

Does it load instantly?

"The probability of bounce increases 32% as page load time goes from 1 second to 3 seconds"³

- Source: Google/SOASTA Research

Poor navigation -- namely one that is not intuitive -- can send your users back to their search results. Examine your navigation with these suggestions:

Is the navigation simple and easy to find?

Can users find the information they need [within three clicks](#)?

Does my navigation only offer the most important options?

Is the navigation [sticky](#)? If not, should it be?

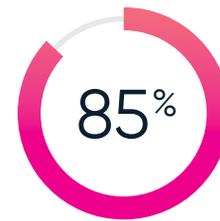
You'd be hard-pressed to find someone who doesn't have a mobile device with internet access. Therefore, your site should be mobile-friendly. Here's what to ask:

How does the website look and function on a variety of screens and browsers?

Does the navigation still function well on small screens?

Is the website copy still legible?

Is there proper spacing around buttons and links for users with touch screens?



"85% of web users desire a seamless experience across all devices or platforms"⁴

- Source: medium.com/@muthumeta

Branding

People crave consistency -- and that goes for your site. Look it over and ask:

Is my website design consistent overall from page to page - fonts, font size, color palette, layout, button styles, links, and more?

Does my site effectively reflect [my current branding and company messaging](#)?

Your logo helps define your brand so if it isn't easy to see in your header and footer, it's time to reexamine your efforts.

Study your logo and ask:

Is my logo the right size? It should be sized to fit proportionally to the site while still being legible.

Does my logo reflect my service or product?

Is it modern or does it feel outdated?

Would someone consider it "too busy?"

Does my logo bring you to the homepage?

"Your brand is not your product, your logo, your website, or your name.

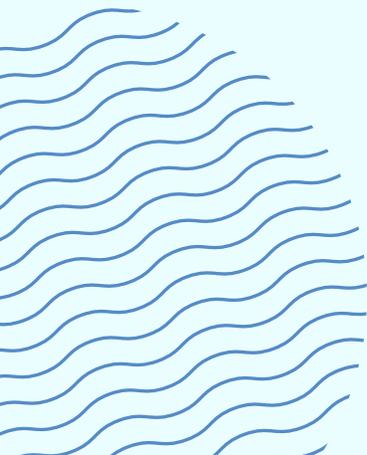
In fact, your brand is much more than that -- it's the stuff that feels intangible"⁵

- Source: Hubspot



“Web accessibility is about making websites usable for everyone including those with disabilities or limitations. According to web content accessibility guidelines, sites must be perceivable, operable, understandable, and robust”⁶

- Source: Hubspot



ADA Compliance

All sorts of people will visit your website, so you need to ensure it's compliant by [American Disabilities Act requirements](#).

Abiding by these rules is not only mandatory but can result in a better-looking and functioning site for all of your visitors. Pay careful attention to it by posing questions such as:

Is there enough contrast between the text and the text's background, including text over images?

Are the [headlines, subheadings, and body fonts easy to read](#) in size and color?

Do my images have alt-text?



“About 15% of the world's population, have some form of disability”⁷

- Source: World Health Organization



Design, Layout & Typography

If a lead or customer can't read your site because of an issue related to your fonts, you'll probably experience some lackluster analytics. See if they're readable and consistent by asking:

Is there an appropriate amount of copy?

Is the [line spacing](#) adequate?

Is there a sufficient [visual hierarchy](#) in the typography?

The graphics and images on your site serve to complement and exemplify your content. Make sure they're clear and consistent:

Are the graphics pixelated?

Do the graphics visually align with the messaging on the page?

Are you taking current trends into consideration with your imagery?

Do they load quickly?

Do I have enough images and graphics? Too many?

Is there enough white space on each page or too much?

Is my imagery or iconography outdated and needs refreshing?

"White space isn't neat or nice; it's effective and valuable"⁸



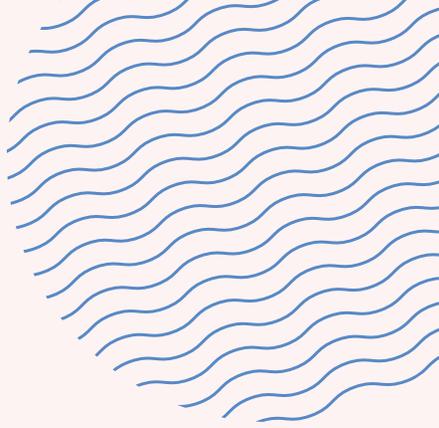
Ineffective use of whitespace



Effective use of whitespace

"Effective use of white space helps the design to get the message through the user quickly and increase the probability of interaction by highlighting the CTAs"⁸

- Source: Prototypr.io



BOOK NOW >

"The average CTA button is 47.9 pixels tall. However, the two largest clusters are 47 pixels and 50 pixels tall"⁹

- Source: reallygoodemails.com

CTAs, Buttons & Links

Without CTAs that are both persuasive and visually-striking, your users may not know what action to take next. Take a look at your current CTAs and pose yourself these questions:

Are the [CTAs appealing and eye-catching](#)?

If it's a form, is it easy to fill out? Are the fields appropriate?

Are there distracting visuals near or in my CTAs?

Is the text engaging, and not misleading or clickbaity?

Buttons can often be overlooked, but the importance of them creatively shouldn't be understated.

Are my [buttons and links actionable](#)?

Do my buttons look like buttons?

Are my buttons sized correctly?

Do all the buttons have straightforward, readable, actionable text?

Are they different in color compared to their surroundings and is there enough contrast between the button and its background?

Content & Copy

Many marketers and designers focus on the look of their site, almost neglecting the actual copy itself. To make sure it's also performing well, cross-examine it with these suggestions:

Do I have content for all of my buyer personas?

Is there too much copy on a single page, or too little?

Is my content still relevant or up-to-date with my company's solutions?

Are my [paragraphs too long](#)?

Do I use bullet points to emphasize points?

Do I utilize active voice throughout, with an emphasis on my headlines?

Do I use keywords or keyword phrases without stuffing?

Is my voice/tone/POV persistent throughout?

How is my grammar or spelling?

Is the most important content "[above the fold](#)?"

Am I using meta, title, and alt tags?



"Bullet points help break up large blocks of text, make complex articles and blog posts easier to grasp, and make key information stand out"¹⁰

- Source: Nielsen Norman Group

Now that you've finished

Go through your responses to see if you notice any areas where you may have gaps.

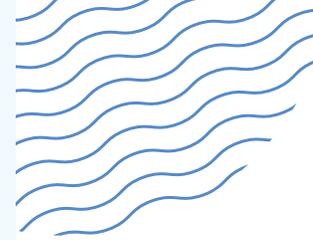
If you identify any patterns, it may be time to consider redoing your website. The creative direction of your site and brand assets should always be improved upon to reach your goals. Refer back to this checklist whenever you need future guidance.

If you're ready to optimize your site now, review your answers, and make your "creative wish-list" in order of importance. Then get started!

If you feel overwhelmed at any point, we can help. As a HubSpot Elite Agency with a proven creative team, we'd be happy to tackle your project. Check us out here www.lyntonweb.com/creative-services.

"A regular optimization of any website will result in 113% jump in visits and 117% increase in clicks on that site"¹¹

- Source: medium.com/@davron



Get started and create your "creative wish-list" in order of importance below:

- 1.
- 2.
- 3.
- 4.
- 5.



Sources:

1. <https://blogs.adobe.com/creative/files/2015/12/Adobe-State-of-Content-Report.pdf>
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