First Impression Website Audit Checklist

- Does your homepage clearly state who you are and what you do?

- Is your branding consistent across every page?

- Are your fonts easy to read?

- Does the site load in under 3 seconds?

- Are your images relevant, high quality, and on-brand?

- Can you tell what to do next within 5 seconds (click, buy, book)?

- Is it mobile-friendly and touch-optimized?

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