# Site Review Worksheet

## Module 1: Website Review Goals

Goals of your website review:

## Module 2: Website Purpose and Goals

Your website’s goals/purpose (keep your target audience in mind):

What is needed to achieve that purpose (content, navigation, SEO, structure, etc.):

## Module 3: Content Audit

Content amount:

|  |  |  |
| --- | --- | --- |
| **Type of content** | **Amount** | **Notes** |
| Pages |  |  |
| Posts |  |  |
| Files |  |  |
| Events |  |  |
| People |  |  |
| Other [specify] |  |  |

Key pages:

## Module 4: Google Analytics

**Top 10 pages**

*Most viewed pages (Behavior > Overview)*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Page** | **Pageviews** | **Bounce Rate** |
| **1** |  |  |  |
| **2** |  |  |  |
| **3** |  |  |  |
| **4** |  |  |  |
| **5** |  |  |  |
| **6** |  |  |  |
| **7** |  |  |  |
| **8** |  |  |  |
| **9** |  |  |  |
| **10** |  |  |  |

**Overall Trends**

*(Audience > Overview)*

|  |  |  |
| --- | --- | --- |
|  | **Number (%)** | **Notes** |
| Users |  | *(e.g., up or down from previous?)* |
| Sessions |  |  |
| Page Views |  |  |
| Pages per session |  |  |
| Avg. Session Duration |  |  |
| Bounce Rate |  |  |

## Module 5: Navigation

Reorganized menu structure:

* Item
  + Sub-Item
* Item

Review some key pages from Module 3.

## Module 6

Next steps: