WOMEN'S
ENTREPRENEURIAL
fellowship

Level Up Your Digital Game: Website Audit Guide

Because your website shouldn't look like it's stuck in 2005

We're about to dive deep into your website and digital strategy to find out what's working, what's not, and what needs to get fixed ASAP.

What We Need From You
(Because we're good, but we're not mind readers)

1. Your website URL
2. Access to your GA4 account (Google Analytics 4)
   - Share viewer access with digital@8thirtyfour.com
   - Don't have GA4? We need to fix that yesterday.

What You're Getting
(AKA why this is worth your time)

We're going to take a no-BS look at your digital presence and give you actionable insights that move the needle. No fluff, no corporate speak - just real strategies that work.

Our Deep Dive Includes

First Impressions Check
- Loading speed (because nobody waits more than 3 seconds)
- Mobile responsiveness (it's 2024, folks)
- Initial visual impact (does it make people want to stick around?)
- Clear value proposition (can visitors tell what you do in 5 seconds?)

Technical Health
- *Site structure and navigation*
- *Broken links and 404 errors*
- *SSL certificate status*
- *Search engine optimization (SEO) basics*
- *Site security*

Content Assessment
- Message clarity and consistency
- Call-to-action effectiveness
- Content quality and relevance
- Brand voice consistency
- Image optimization
- Content gaps and opportunities

User Experience (UX) Analysis
- Navigation flow
- Form functionality
- Contact information accessibility
- Mobile experience
- Page layout and readability
- Conversion path clarity

Analytics Deep Dive
- Event metrics
- Traffic patterns
- User behavior
- Popular content
- Traffic sources

Pre-Audit Checklist
(Get these ready before our session)

Basic Information

- Website URL
- [GA4 access granted to digital@8thirtyfour.com](mailto:digital@8thirtyfour.com)
- List of your main competitors
- Your top 3 business goals for the next year
- Target audience description

Current Digital Assets

- List of all your digital platforms (social media, email marketing, etc.)
- Any recent brand guidelines or marketing materials
- Current content calendar (if you have one)
- List of any known technical issues
- Previous audit reports (if any)
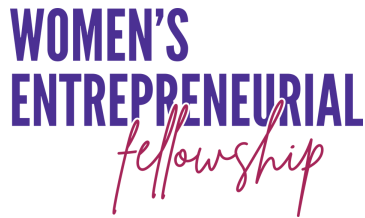
Questions to Think About
(Because preparation is half the battle)

1. What's the main action you want visitors to take on your site?
2. Who's your ideal customer, and does your site speak their language?
3. What's your biggest digital headache right now?
4. Which competitors keep you up at night?
5. What digital marketing efforts are currently working best for you?

What Happens Next?

1. We'll analyze everything above (and then some)
2. You'll get a detailed report with actual, implementable recommendations
3. We'll walk through it together in a one-on-one session
4. You'll leave with a clear roadmap for digital dominance

The Fine Print
(Because transparency is our jam)

- This audit is part of the Women's Entrepreneurial Fellowship program
- We'll need at least a week with your data before our session
- The more access and info you provide, the better insights we can give
- Yes, we'll sign an NDA if needed

Ready to Get Started?

1. Grant us access to your GA4
2. Complete the checklist above
3. Email everything to digital@8thirtyfour.com
4. Wait for us to work our magic

Remember: Your digital presence is often the first (and sometimes only) chance you get to make an impression. Let's make it count.

8THIRTYFOUR: Because your business deserves better than basic.