



The Website Clarity Audit

2026 Edition

A 15-minute audit for clarity, trust, and conversion in today's scan-first, high-expectation web. A quick way to stop guessing and get clear next steps.

- A quick audit checklist
- A first-fixes action plan
- A mini requirements workbook

By eCrew • Founded 2001



The Website Clarity Audit

Most websites don't fail because the business is weak. They fail because the site is unclear, clunky on mobile, or a pain to maintain. That stuff quietly costs trust, time, and opportunities.

In 2026, people move fast. They skim, look for proof, and decide quickly whether they're staying or bouncing. This audit helps you spot what's getting in the way and what to fix first.

Use this guide in 15 minutes.

1. Open your site on desktop and mobile
2. Review: homepage, top service/product page, contact/booking page
3. Score each line:
2 = Yes
1 = Sort of
0 = No
4. Add up your score, then pick your top 3 fixes.

Website: _____

Reviewer: _____

Date: _____

The Audit Checklist

Score each line: 2 / 1 / 0

Instant Clarity

1. It's obvious what we offer. 2 / 1 / 0
2. It's obvious who it's for. 2 / 1 / 0
3. The headline is specific (not generic buzzwords). 2 / 1 / 0
4. There's one clear next step. 2 / 1 / 0
5. The page is easy to scan. Clear hierarchy, no clutter. 2 / 1 / 0

Findability

6. The main menu is short and predictable. 2 / 1 / 0
7. Your top visitor tasks are easy to find from the homepage. 2 / 1 / 0
8. Page labels use customer language (not internal terms). 2 / 1 / 0
9. Contact info is easy to find from any page (header/footer). 2 / 1 / 0
10. Key pages have a clear "next step" (no dead ends). 2 / 1 / 0

Trust

11. Proof shows up early. Reviews, examples, results. 2 / 1 / 0
12. The About content feels real (people, experience, values). 2 / 1 / 0
13. You explain what happens next after someone reaches out. 2 / 1 / 0
14. FAQs answer obvious questions (timeline, pricing approach, scope, support). 2 / 1 / 0
15. The site feels current on mobile (readable type, spacing, thumb-friendly). 2 / 1 / 0

Friction

16. Each key page has one primary action (not competing CTAs). 2 / 1 / 0
17. Contact/booking is easy (short form, clear fields, obvious buttons). 2 / 1 / 0
18. Forms don't over-ask. Just what's needed, plus clear next steps. 2 / 1 / 0
19. Pages load fast and feel responsive (no obvious lag). 2 / 1 / 0
20. There's a low-commitment option (download, quick form, booking). 2 / 1 / 0

Your Total Score (out of 40) _____

What your score usually means

33-40: Strong foundation. Optimize and add functionality strategically.

25-32: You're losing results to fixable friction. Improvements will pay off fast.

17-24: Redesign territory (structure, user experience, messaging).

0-16: Stabilize and rebuild plan (clarity, navigation, performance first).

2026 Reality Check

This is the 2026 part. Mobile-first, scan-first, proof-first.

Score each: **2 / 1 / 0**

1. Key info is visible quickly on mobile (headline, proof, next step). **2 / 1 / 0**
2. Content is written for scanning: short blocks, headings, bolding used sparingly. **2 / 1 / 0**
3. Proof is easy to verify (reviews, examples, real people, real process). **2 / 1 / 0**
4. Your “start here” option is easy. Download, book/order, or a short form. **2 / 1 / 0**
5. Your legitimacy is obvious (about, location/service area, contact, policies). **2 / 1 / 0**
6. Common questions are answered quickly (pricing approach, timeline, what happens next). **2 / 1 / 0**
7. Accessibility basics are strong (contrast, font size, tap targets, form labels). **2 / 1 / 0**
8. Privacy expectations are respected (no over-collection; clear after-submit messaging). **2 / 1 / 0**

Notes (what surprised you?):



Your Top 3 Fixes

What to Fix First

Step 1 - Pick your Top 3 priorities

- Rewrite homepage headline and primary CTA for instant clarity
- Simplify navigation and reorganize key pages (findability)
- Improve mobile typography/spacing/buttons (ease of use)
- Reduce friction in contact/booking (shorter forms, clearer prompts)
- Add proof and expectations (examples, outcomes, 'what happens next')
- Improve performance (speed, image weight, code bloat)
- Add self-serve functionality (forms, booking, payments, portals)
- Tighten content (remove repetition, improve scanning)

Your Top 3 fixes

- _____ Impact: H / M / L Effort: H / M / L
- _____ Impact: H / M / L Effort: H / M / L
- _____ Impact: H / M / L Effort: H / M / L

Step 2 - The one-sentence clarity test

Don't overthink this. Just write it clean.

"We help _____ do _____ so they can _____."

If you can't write this cleanly, your homepage can't communicate it cleanly either.

Project Requirements Worksheet

Use this worksheet to capture goals, pages, and functionality so you can request accurate quotes and avoid scope creep.

Your goals. Pick 1 or 2.

- More leads / inquiries
- Stronger trust / credibility
- Online sales / ecommerce
- Better self-serve (forms, booking, payments)
- Clearer communications (public-facing orgs)
- Easier updates for staff
- Better performance and security

Your audience.

- New customers
- Returning customers
- Members
- Applicants
- Residents / customers (public-facing services)
- Other: _____

Top tasks visitors should complete. Pick top 3.

- Contact / request quote
- Book an appointment
- Purchase online
- Find information fast
- Submit a form
- Download a resource
- Portal / Login access
- Other: _____

Project Requirements Worksheet (continued)

Features needed. Check all that apply.

- Contact forms / lead capture
- Booking / scheduling
- Ecommerce / payments
- Event calendar
- Directory / listings
- Member portal / login
- Newsletter signup
- Search
- Integrations (CRM / email / accounting)
- Accessibility improvements
- Multilingual

Content and approvals

- Who writes / reviews content? _____
- Do you need writing support? _____
- Do you need photography / video? _____
- How many approvers? _____
- Ideal launch date / month: _____

Want a second set of eyes?

Book a free site review and we'll confirm your top priorities, flag the biggest friction points, and tell you the smartest next step.

[Book a free site review →](#)