CHEAP WEBSITE DEVELOPMENT PROBLEMS

The Ultimate Audit Checklist for Smart Business Owners

✓ **Identify • Audit • Fix • Grow**

Use this checklist to **audit your current website** or evaluate a new development project. Each section covers a critical risk area. Tick every box to ensure your website is a **revenue-generating asset** — not a liability.

1 ■ UX & Design Quality

Poor UX is the #1 silent conversion killer. Visitors decide in 3–5 seconds.

- ☐ **Website is mobile-first responsive on all screen sizes**
- ☐ **Navigation is clear, logical, and requires ≤ 3 clicks**
- ☐ **Each page has a single, prominent Call-To-Action (CTA)**
- ☐ **Page load speed is under 3 seconds on mobile**
- ☐ **Layout is clean — no cluttered or overwhelming elements**
- ☐ **Fonts are readable and consistent across all pages**
- ☐ **Color contrast passes WCAG AA accessibility standard**
- ☐ **Buttons and links are clearly distinguishable**

> ■ **High bounce rate (> 70%) is a direct symptom of UX failure.**

> ■ Tip: Run a heatmap test (Hotjar / Microsoft Clarity) to see where users drop off.

2 ■ Security & Protection

One security breach can cost thousands in recovery + irreparable brand damage.

- ☐ **SSL certificate is installed and active (https://)**

- ☐ **Hosting provider offers daily automated backups**
- ☐ **Admin login uses strong password + 2-factor authentication**
- ☐ **All plugins/themes come from legitimate sources only**
- ☐ **Firewall (WAF) is configured and active**
- ☐ **Malware scanning is scheduled (weekly minimum)**
- ☐ **Plugin and CMS updates are applied within 48 hours**
- ☐ **Unused plugins and user accounts are removed**
- ☐ **File permissions are correctly set on the server**

■ **Using nulled/pirated themes is an instant hacking invitation.**

■ Tip: Run your site through Sucuri SiteCheck for a free security scan.

3 ■ Code Quality & Scalability

Cheap code creates a ceiling. When you want to grow, the site breaks.

- ☐ **Code is clean, documented, and follows best practices**
- ☐ **No duplicate or conflicting scripts loaded on pages**
- ☐ **Site can integrate with CRM / email marketing tools**
- ☐ **Payment gateway can be added without full rebuild**
- ☐ **Database queries are optimized (no N+1 problems)**
- ☐ **Site is hosted on a scalable server / cloud infrastructure**
- ☐ **CDN is configured for faster global delivery**
- ☐ **Error logs are monitored and reviewed regularly**

■ **Rebuilding a poorly coded site costs 2× the original development price.**

■ Tip: Ask your developer for a code review report before launch.

4 ■ SEO Foundation

Without technical SEO baked in, Google cannot rank you — ever.

- ☐ **Title tags and meta descriptions are unique on every page**
- ☐ **Heading hierarchy (H1 → H2 → H3) is correctly structured**

- [ ] **All images have descriptive ALT text**
- [ ] **URL structure is clean, short, and keyword-friendly**
- [ ] **XML sitemap is generated and submitted to Google Search Console**
- [ ] **robots.txt is correctly configured**
- [ ] **Schema / structured data markup is implemented**
- [ ] **Core Web Vitals pass Google's recommended thresholds**
- [ ] **No duplicate content or canonical issues exist**
- [ ] **Internal linking strategy is implemented**

■ **Without SEO structure, 100% of your traffic must come from paid ads.**

■ Tip: Use Google Search Console + Screaming Frog for a free SEO audit.

5 ■ Branding & Trust Signals

Your website IS your brand. If it looks cheap, customers assume you are cheap.

- [ ] **Logo is high-resolution and consistent across all pages**
- [ ] **Brand colors and fonts match company identity guidelines**
- [ ] **Client testimonials / reviews are prominently displayed**
- [ ] **Trust badges (SSL, awards, certifications) are visible**
- [ ] **About page tells a compelling company story**
- [ ] **Team photos / professional headshots are included**
- [ ] **Portfolio or case studies demonstrate real results**
- [ ] **Contact details are easy to find on every page**
- [ ] **Privacy policy and terms pages are present**

■ **Outdated design reduces perceived authority by up to 75% (Stanford research).**

■ Tip: Show real results with before/after case studies for maximum trust.

6 ■ Conversion & Lead Generation

A website without conversions is just an online brochure — useless for revenue.

- [ ] **Lead capture forms exist on high-traffic pages**

- ☐ **Live chat or chatbot is configured and active**
- ☐ **Clear value proposition is visible above the fold**
- ☐ **Pricing or service pages have a strong CTA**
- ☐ **Abandoned form / cart recovery is set up**
- ☐ **A/B testing is running on key landing pages**
- ☐ **Google Analytics 4 + conversion tracking is active**
- ☐ **Heatmap / session recording tool is installed**
- ☐ **Email opt-in with lead magnet is present**

> ■ **A 1-second delay in page load reduces conversions by 7% (Akamai study).**

> ■ Tip: Even one well-placed CTA button can increase leads by 20–30%.

7 ■ Maintenance & Long-Term Costs

Cheap sites demand continuous repairs. Hidden costs add up fast.

- ☐ **A maintenance retainer plan is in place**
- ☐ **Hosting renewal and domain renewal dates are tracked**
- ☐ **Uptime monitoring alerts are configured (< 99.9% SLA)**
- ☐ **Staging / dev environment exists for safe testing**
- ☐ **Content updates can be made without developer help**
- ☐ **Backup restoration has been tested at least once**
- ☐ **Emergency support contact is defined**
- ☐ **Annual full security audit is scheduled**

> ■ **No maintenance plan = waiting for disaster instead of preventing it.**

> ■ Tip: A $50/mo maintenance plan prevents a $5,000 emergency cleanup.

■ Cost vs Value — The Real Comparison

Factor	■ Cheap Website	■ Professional Site
Upfront Cost	$200 – $500	$2,500 – $10,000+
UX Quality	Confusing / Low	Conversion-focused
Security	Vulnerable	Enterprise-grade

SEO Foundation	Missing	Built-in from Day 1
Scalability	Rebuild needed	Future-ready
Maintenance Cost	High (frequent fixes)	Low (planned upkeep)
Avg. 12-Month ROI	**Negative / Break-even**	**3× – 10× Return**

■ Your Audit Score Card

Checked Items	Score %	Action Required
50 – 56 items	90% – 100%	■ Excellent — maintain & monitor
40 – 49 items	71% – 89%	■ Good — fix gaps within 30 days
25 – 39 items	45% – 70%	■ At Risk — schedule full audit
0 – 24 items	0% – 44%	■ Critical — rebuild recommended

Ready to Fix Your Website?

Stop losing leads to a broken website.

Get a professional audit + strategic rebuild from Industry Website Services.

Get Free Audit →