

Website Copy Audit Checklist

A practical worksheet for judging content as an organic growth asset, not just a writing output.

Homepage checks

Judge whether a new visitor understands the offer fast.

Section	Question	Fix
Hero	What do we do for whom?	Clarify promise
Trust	Why believe us?	Add proof/process
CTA	What next?	Use buyer-specific action

Service page checks

A service page must explain fit, process and results realistically.

Area	Question	Action
Business role	What job should this page do?	Define action and buyer stage
Proof depth	Can the visitor believe the claims?	Add examples, process or limitations
Conversion path	What should the reader do next?	Improve CTA and next page route

Conversion checks

Check if the page reduces doubt and creates action.

Problem	Question	Action
Too vague	Can buyer describe offer?	Rewrite sections
No proof	Can buyer believe it?	Add proof blocks
No path	Where next?	Add CTA map

Next step: send one page or brief to contact@contentgait.com for a ContentGait review.