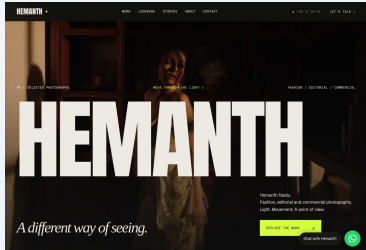


# Website improvement priority audit

Find the fixes that matter most to visitors.



## FROM THE SETLY PROJECT LIBRARY

A real project screenshot for visual inspiration. Follow the written steps for your own business.

## YOUR ACTION PLAN

- 1 Choose the site's main customer action.
- 2 Walk the path to that action on a phone and desktop.
- 3 Record broken behavior, unclear information and unnecessary effort.
- 4 Rank issues by customer impact and choose a short repair list.

## EXAMPLE - ILLUSTRATIVE

A broken booking button deserves attention before a decorative animation.

## CHECK YOUR RESULT

Does the first planned fix remove a real obstacle to an enquiry or purchase?

# Website improvement priority audit

Use the prompts below to make this resource specific to your business. Save a local copy after completing it. Keep passwords and private customer data out of this worksheet.

**Page:**

**Customer task:**

**Observed issue:**

**Impact:**

**Effort:**

**Next action:**

## DONE WHEN

Does the first planned fix remove a real obstacle to an enquiry or purchase?

## FURTHER READING

[Google SEO Starter Guide](#)

Independent Setly planning resource. Platform settings and requirements can change; use the linked official help for current configuration details.