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The Exporter Website Audit Checklist

Run this 10-minute check on your own website. Tick every statement that's true today — every empty box is a buyer who may be finding your competitor instead.

1 CAN GOOGLE FIND YOU?

- ☐ My product names appear in my page source (press Ctrl+F on "View source") — not only inside images
- ☐ Every main product has its own page and its own URL
- ☐ My product titles use the words buyers type — not internal codes like "T-065"
- ☐ When I Google my company name, a complete Google Business Profile appears (photos, hours, phone)

2 DOES YOUR SITE BUILD TRUST IN 10 SECONDS?

- ☐ From the homepage, a buyer can see what we make, where we ship, and since when
- ☐ I use real photos of our factory, team and products — no stock images
- ☐ Phone, email and address are identical on my website, Google profile and directories
- ☐ Every page has a clear next step — no dead ends

3 CAN BUYERS REACH YOU IN ONE TAP?

- ☐ Every product page has a WhatsApp or enquiry button
- ☐ I have tested every button and form myself this month — they all work
- ☐ The site loads fast and reads clearly on a phone
- ☐ Clicking enquiry opens with the product already named, so buyers don't face a blank form

4 ARE YOU READY FOR AI SEARCH?

- ☐ My key pages answer buyer questions directly — in the first sentence
- ☐ I have FAQ sections that AI assistants can quote word for word
- ☐ A llms.txt file briefs AI crawlers on who we are and what we sell
- ☐ I know what ChatGPT and Perplexity say about my category — I checked this month

COUNT YOUR TICKS

13–16 Your site is working hard. 8–12 Buyers find you, then leak away. 0–7 You're nearly invisible.

Want a second pair of eyes? We run this audit for free.

Send us your website link and you'll get the first 3 fixes we'd make, in order. No charge, no obligation.

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