WEBSITE AUDIT CHECKLIST

1. Website Basics
☐ Is the website mobile-friendly and responsive?
☐ Does it load quickly (under 3 seconds)?
☐ Is the domain secure (HTTPS with SSL certificate)?
☐ Are all links working (no broken links or 404 errors)?

2. Branding & Design
☐ Is the logo clear and high-quality?
☐ Are brand colors and fonts consistent across pages?
☐ Is the navigation menu easy to use?
☐ Is there a clear call-to-action (CTA) on each page?

3. Content & Copy
☐ Is content clear, concise, and easy to read?
☐ Are keywords naturally included for SEO?
☐ Are headings (H1, H2, H3) used correctly?
☐ Is there an "About" page that builds trust?
☐ Is contact information easy to find?

4. SEO Essentials
☐ Does each page have a unique meta title & description?
☐ Are images optimized (compressed + alt text)?
☐ Is there an XML sitemap submitted to Google?
☐ Are internal links used to guide visitors?

5. User Experience (UX)
☐ Is the site easy to navigate with 3 clicks or less?
☐ Is the text size readable on desktop & mobile?
☐ Do CTAs stand out and guide users to next steps?
☐ Are forms short and easy to complete?

6. Technical Health
☐ Are plugins/themes updated (if using WordPress/Showit/etc.)?
☐ Is the site backed up regularly?
☐ Are analytics (Google Analytics or similar) installed?
☐ Is tracking set up for conversions (sales, leads, sign-ups)?

Need help getting your website perfect?

Check out our services & templates to get your website where you *need* it to be

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