

The website audit checklist

70 checks across 10 areas. Fix the critical items first, then work down.

Critical Fix now **High** Fix this month **Medium** Fix when you can

1

Crawling and indexing

☐

Fix wrongly excluded pages in Search Console

Critical

☐

robots.txt doesn't block key pages

Critical

☐

No stray noindex tags

Critical

☐

XML sitemap submitted and clean

High

☐

Fix broken internal links

High

☐

Flatten redirect chains

High

☐

Canonical tags point to the right page

High

☐

Link to orphan pages

Medium

2

Speed and Core Web Vitals

☐

Test top pages on mobile in PageSpeed Insights

Critical

☐

Check the Core Web Vitals report

High

☐

Compress and resize images

High

☐

Don't lazy-load the hero image

High

☐

Set width and height on media

Medium

☐

Remove unused third-party scripts

Medium

☐

Use caching and a CDN

Medium

3

Mobile experience

☐

Check key pages on a real phone

Critical

☐

Buttons big enough to tap

High

☐

Same main content as desktop

High

☐

Text readable without zooming

Medium

☐

Forms work well on mobile

Medium

4

On-page SEO

☐

Unique title on every page

High

☐

Unique meta description on every page

High

☐

One clear H1 per page

High

☐

Headings in logical order

High

☐

Fix keyword cannibalization

High

☐

Short, readable URLs

Medium

☐

Descriptive image alt text

Medium

☐

Internal links to key pages

Medium

☐

Schema markup where it fits

Medium

5

Content quality

☐

Improve, merge or remove thin pages

High

☐

Update old stats and screenshots

High

☐

Rewrite titles with low click rates

High

☐

Fill content gaps

High

☐

Easy to scan

Medium

☐

Show author expertise

Medium

☐

Remove duplicate pages

Medium

6

User experience

☐

Clear message within five seconds

High

☐

Simple, clear navigation

High

☐

Pop-ups don't block content

High

☐

Consistent design across pages

Medium

☐

Helpful 404 page

Medium

☐

Site search gives useful results

Medium

7

Conversions and lead capture

☐

One clear call to action per key page

Critical

☐

Test every form end to end

Critical

☐

Ask only for fields you need

High

☐

Lead magnet with real value

High

☐

Conversion tracking set up in GA4

High

☐

Fix high-traffic, low-conversion pages

High

☐

Instant follow-up email

Medium

☐

Trust signals near calls to action

Medium

8

Security

☐

HTTPS everywhere, no mixed content

Critical

☐

Valid SSL certificate

Critical

☐

CMS, themes and plugins up to date

Critical

☐

Recent, tested backups

High

☐

Strong passwords and two-factor login

High

☐

Remove unused accounts and plugins

Medium

9

Accessibility

☐

Enough color contrast

High

☐

Alt text on meaningful images

High

☐

Labels on every form field

High

☐

Full keyboard navigation

High

☐

Clear link and button text

Medium

☐

Page language set

Medium

☐

Captions on videos

Medium

10

AI search visibility

☐

Deliberate rules for AI crawlers

High

☐

Answer first on key pages

High

☐

Plain definitions

High

☐

FAQ section with real questions

Medium

☐

Key content in plain HTML text

Medium

☐

Sources linked for facts

Medium

☐

Consistent brand description

Medium