Website Audit Checklist

A full website audit checklist covering SEO, performance, security and more.

Technical SEO and indexing

- [ ] Crawl the site to find broken links, redirects and orphan pages.
- [ ] Check that important pages are indexable and not blocked by robots.txt.
- [ ] Verify the XML sitemap is current and submitted to search engines.
- [ ] Review canonical tags to prevent duplicate-content issues.
- [ ] Confirm the site is served over HTTPS with valid redirects from HTTP.
- [ ] Check structured data and fix validation errors.
- [ ] Review crawl stats and coverage in Search Console.

On-page content

- [ ] Ensure each page has a unique, descriptive title tag and meta description.
- [ ] Check heading structure uses one H1 and logical subheadings.
- [ ] Review content for accuracy, relevance and outdated information.
- [ ] Add descriptive alt text to images.
- [ ] Identify thin, duplicate or cannibalizing pages to improve or consolidate.
- [ ] Confirm internal links point to relevant, working pages.
- [ ] Check that key pages target clear, intended keywords.

Performance and Core Web Vitals

- [ ] Measure load time and Core Web Vitals on mobile and desktop.
- [ ] Compress and serve images in modern formats with correct sizing.
- [ ] Minify CSS and JavaScript and remove unused code.
- [ ] Enable browser caching and a CDN where appropriate.
- [ ] Reduce render-blocking resources and defer non-critical scripts.
- [ ] Confirm the site is fully responsive across screen sizes.

Security

- [ ] Confirm a valid TLS certificate and force HTTPS everywhere.
- [ ] Keep the CMS, plugins, themes and dependencies up to date.
- [ ] Add security headers such as HSTS and a content security policy.
- [ ] Verify backups are running and can be restored.
- [ ] Scan for malware and known vulnerabilities.
- [ ] Enforce strong admin passwords and multi-factor authentication.

Accessibility

- [ ] Test keyboard-only navigation across the site.
- [ ] Check color contrast meets WCAG guidelines.

- [ ] Verify images, buttons and form fields have descriptive labels.
- [ ] Confirm headings and landmarks help screen reader users navigate.
- [ ] Ensure videos have captions and media has text alternatives.
- [ ] Run an automated accessibility scan and fix flagged issues.

User experience and conversion

- [ ] Test core user journeys such as search, navigation and checkout.
- [ ] Check forms work, validate clearly and submit successfully.
- [ ] Confirm clear calls to action on key pages.
- [ ] Review mobile usability, including tap targets and readability.
- [ ] Check for intrusive popups or layout shifts that frustrate users.
- [ ] Verify error and 404 pages guide users back into the site.

Analytics and tracking

- [ ] Confirm analytics is installed correctly on all pages.
- [ ] Verify key conversions and events are tracked accurately.
- [ ] Check that Search Console and analytics are connected.
- [ ] Review traffic and behavior trends for sudden drops or spikes.
- [ ] Confirm consent and privacy tracking comply with regulations.
- [ ] Set up reporting so findings can be monitored over time.