

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- ☐ Review content for accuracy, relevance and outdated information.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.