



Complete Website Audit Checklist

15 categories - 240+ checkpoints for crawlability, speed,
on-page SEO, UX, conversion, security & AI search readiness

15

Audit Categories

240+

Checkpoints

1

Full Growth Plan

How to Use This Checklist

Work through each category in order, checking off items as you confirm them. Use this as a working document during a full site audit, or hand individual sections to specific team members. The quick-start overview below shows the high-level flow; the full 15-category checklist follows.

QUICK-START OVERVIEW

15 ITEMS

- ☐ Define the audit goal and scope
- ☐ Run an automated website scan
- ☐ Check crawling and indexing
- ☐ Review website architecture and internal links
- ☐ Find technical errors
- ☐ Test speed and Core Web Vitals
- ☐ Review mobile usability and accessibility
- ☐ Audit on-page SEO and schema
- ☐ Evaluate content quality and gaps
- ☐ Validate analytics and conversion tracking
- ☐ Test user journeys, forms, and CTAs
- ☐ Analyze backlinks and competitors
- ☐ Review security and AI search readiness
- ☐ Prioritize findings by impact and effort
- ☐ Implement fixes and measure the results

The Full Checklist

Every checkpoint, organized into 15 categories. Check off each item as you confirm it during the audit.

1 AUDIT GOALS AND SETUP

10 ITEMS

- ☐ Identify the main purpose of the audit

- ☐ Define the website's primary conversion goal
- ☐ List the most important services, products, or locations
- ☐ Decide whether to audit the entire site or selected pages
- ☐ Identify the website's highest-traffic pages
- ☐ Identify the website's highest-value conversion pages
- ☐ Select three to five competitors for comparison
- ☐ Record current traffic, rankings, leads, and conversion rates
- ☐ Create a spreadsheet for documenting issues
- ☐ Assign an owner to each audit category

2 CRAWLABILITY AND INDEXING

14 ITEMS

- ☐ Confirm the website can be crawled by search engines
- ☐ Review the Google Search Console Page Indexing report
- ☐ Check whether important pages are indexed
- ☐ Identify pages that are indexed unnecessarily
- ☐ Review the robots.txt file
- ☐ Check for important pages blocked by robots.txt
- ☐ Check for incorrect noindex tags
- ☐ Confirm the XML sitemap exists
- ☐ Confirm the sitemap contains only indexable URLs
- ☐ Submit the current sitemap through Google Search Console
- ☐ Check canonical tags
- ☐ Identify conflicting canonical signals
- ☐ Find orphan pages
- ☐ Check for crawl traps and unnecessary parameter URLs

3 TECHNICAL WEBSITE HEALTH

15 ITEMS

- ☐ Find broken internal links

- ☐ Find broken external links
- ☐ Identify 404 pages
- ☐ Check whether important deleted pages have suitable redirects
- ☐ Find redirect chains
- ☐ Find redirect loops
- ☐ Identify server errors
- ☐ Check for duplicate URLs
- ☐ Check for HTTP and HTTPS duplication
- ☐ Check for www and non-www duplication
- ☐ Confirm the preferred website version redirects correctly
- ☐ Review URL structure for clarity
- ☐ Check whether staging or test pages are publicly accessible
- ☐ Test JavaScript-dependent content
- ☐ Confirm important content appears in rendered HTML

4 WEBSITE SPEED AND CORE WEB VITALS

17 ITEMS

- ☐ Test important pages with PageSpeed Insights
- ☐ Review mobile and desktop results separately
- ☐ Check Largest Contentful Paint
- ☐ Check Interaction to Next Paint
- ☐ Check Cumulative Layout Shift
- ☐ Identify oversized images
- ☐ Convert images to modern formats where appropriate
- ☐ Confirm images are properly resized
- ☐ Enable lazy loading where appropriate
- ☐ Review unused JavaScript
- ☐ Review unused CSS
- ☐ Check server response time

- ☐ Confirm browser caching is configured
- ☐ Confirm compression is enabled
- ☐ Review third-party scripts
- ☐ Check whether pop-ups or embeds delay loading
- ☐ Test important pages on slower mobile connections

5 MOBILE USABILITY

12 ITEMS

- ☐ Test the website on multiple screen sizes
- ☐ Confirm text is readable without zooming
- ☐ Check whether buttons are easy to tap
- ☐ Confirm buttons are not placed too close together
- ☐ Check for horizontal scrolling
- ☐ Test the mobile navigation menu
- ☐ Test forms on mobile devices
- ☐ Test phone-number links
- ☐ Check whether sticky elements block content
- ☐ Review mobile pop-ups
- ☐ Confirm tables and interactive tools work on mobile
- ☐ Check whether mobile CTAs remain visible and usable

6 ON-PAGE SEO

17 ITEMS

- ☐ Assign a primary search topic to every important page
- ☐ Check for missing title tags
- ☐ Check for duplicate title tags
- ☐ Confirm titles match search intent
- ☐ Check for missing meta descriptions
- ☐ Check for duplicate meta descriptions
- ☐ Confirm every page has one clear H1

- ☐ Review H2 and H3 hierarchy
- ☐ Check whether headings accurately describe each section
- ☐ Review keyword use for natural relevance
- ☐ Identify keyword cannibalization
- ☐ Check image alt text
- ☐ Review internal anchor text
- ☐ Add relevant internal links
- ☐ Check whether important pages receive enough internal links
- ☐ Review service and location page optimization
- ☐ Confirm important pages have clear, descriptive URLs

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CONTENT QUALITY

16 ITEMS

- ☐ Confirm each page matches its intended search intent
- ☐ Identify outdated information
- ☐ Replace outdated statistics and examples
- ☐ Find thin or low-value pages
- ☐ Find duplicate or substantially similar content
- ☐ Identify overlapping articles
- ☐ Find pages receiving little traffic or engagement
- ☐ Identify pages with impressions but few clicks
- ☐ Identify pages with traffic but few conversions
- ☐ Check whether important questions are answered directly
- ☐ Add original examples, processes, or data
- ☐ Add relevant tables and comparison sections
- ☐ Improve introductions that delay the answer
- ☐ Break long sections into readable subsections
- ☐ Add helpful images or diagrams
- ☐ Decide whether each weak page should be improved, combined, redirected, or removed

8 USER EXPERIENCE AND NAVIGATION

15 ITEMS

- ☐ Confirm visitors can understand the business above the fold
- ☐ Confirm the primary CTA is immediately visible
- ☐ Check whether the navigation reflects user priorities
- ☐ Count how many clicks it takes to reach key pages
- ☐ Review menu labels for clarity
- ☐ Check whether important pages are easy to find
- ☐ Review breadcrumbs
- ☐ Check readability and paragraph length
- ☐ Review font size and contrast
- ☐ Check for intrusive pop-ups
- ☐ Identify confusing page layouts
- ☐ Find dead clicks and rage clicks
- ☐ Review scroll depth
- ☐ Watch session recordings for common friction points
- ☐ Test the website as a first-time visitor

9 CONVERSION RATE OPTIMIZATION

19 ITEMS

- ☐ Define the intended conversion on every important page
- ☐ Confirm each page has a clear CTA
- ☐ Review CTA wording
- ☐ Review CTA placement
- ☐ Confirm CTAs are visible on mobile
- ☐ Test every contact form
- ☐ Test form validation and error messages
- ☐ Remove unnecessary form fields
- ☐ Confirm thank-you pages load correctly

- ☐ Confirm confirmation emails are delivered
- ☐ Check whether leads enter the CRM
- ☐ Confirm sales notifications are received
- ☐ Test click-to-call buttons
- ☐ Review booking and checkout processes
- ☐ Identify major funnel drop-off points
- ☐ Check landing-page consistency with ads
- ☐ Add reviews, testimonials, certifications, or case studies
- ☐ Check whether pricing or next steps are sufficiently clear
- ☐ Test one major conversion improvement at a time

10 ANALYTICS AND TRACKING

17 ITEMS

- ☐ Confirm GA4 is installed on every important template
- ☐ Check for duplicate tracking codes
- ☐ Confirm pageviews are recorded correctly
- ☐ Configure important conversion events
- ☐ Test form-submission tracking
- ☐ Test phone-call tracking
- ☐ Test booking or purchase tracking
- ☐ Check Google Ads conversion tracking
- ☐ Connect Google Search Console and GA4
- ☐ Check internal traffic filters
- ☐ Review referral exclusions
- ☐ Test cross-domain tracking where needed
- ☐ Confirm UTM parameters are preserved
- ☐ Check CRM source attribution
- ☐ Review cookie-consent behavior
- ☐ Compare analytics data with CRM lead data

- ☐ Record baseline metrics before making changes

11 ACCESSIBILITY

12 ITEMS

- ☐ Run a Lighthouse accessibility audit
- ☐ Test keyboard-only navigation
- ☐ Confirm visible keyboard focus states
- ☐ Review text and background contrast
- ☐ Add alternative text to meaningful images
- ☐ Check form labels
- ☐ Review link text for clarity
- ☐ Confirm headings follow a logical order
- ☐ Check that videos include captions where needed
- ☐ Test zoom and text resizing
- ☐ Review modal and pop-up accessibility
- ☐ Perform manual checks in addition to automated testing

12 WEBSITE SECURITY

14 ITEMS

- ☐ Confirm HTTPS works across the entire site
- ☐ Check the SSL certificate
- ☐ Find mixed-content warnings
- ☐ Update the CMS
- ☐ Update themes and plugins
- ☐ Remove unused plugins and accounts
- ☐ Review administrator access
- ☐ Enable multifactor authentication
- ☐ Confirm automated backups are working
- ☐ Test the backup restoration process
- ☐ Check for malware or security warnings

- ☐ Review security headers
- ☐ Ensure forms do not collect unnecessary sensitive information
- ☐ Protect staging and development environments

13**STRUCTURED DATA AND AI SEARCH READINESS**

12 ITEMS

- ☐ Test structured data with Google's Rich Results Test
- ☐ Fix invalid schema markup
- ☐ Add appropriate organization schema
- ☐ Add service, product, article, local business, or FAQ schema where relevant
- ☐ Confirm schema information matches visible page content
- ☐ Review access for relevant AI search crawlers
- ☐ Check OAI-SearchBot separately from GPTBot
- ☐ Use descriptive, answer-focused headings
- ☐ Answer important questions near the beginning of sections
- ☐ Add verifiable facts and original examples
- ☐ Maintain consistent business information across the website
- ☐ Identify pages currently cited by AI search platforms

14**BACKLINKS AND COMPETITOR ANALYSIS**

13 ITEMS

- ☐ Review the total number of referring domains
- ☐ Identify important pages with few backlinks
- ☐ Find broken pages that still have backlinks
- ☐ Review suspicious or irrelevant links
- ☐ Compare backlinks against competitors
- ☐ Identify competitor pages attracting the most links
- ☐ Compare competitor service pages
- ☐ Compare content depth and search intent

- ☐ Compare navigation and user journeys
- ☐ Compare trust signals and case studies
- ☐ Compare forms, offers, and CTAs
- ☐ Identify topics competitors cover that your website does not
- ☐ Find opportunities to create stronger tools, research, or resources

15 PRIORITIZE AND IMPLEMENT FINDINGS

15 ITEMS

- ☐ Record every issue in the audit tracker
- ☐ Add the affected URL
- ☐ Add supporting evidence
- ☐ Explain the business impact
- ☐ Assign a severity level
- ☐ Estimate the effort required
- ☐ Assign an owner
- ☐ Set a completion deadline
- ☐ Fix critical tracking and conversion failures first
- ☐ Fix crawling and indexing problems
- ☐ Fix high-impact speed and mobile problems
- ☐ Improve high-traffic and high-conversion pages
- ☐ Validate every completed fix
- ☐ Compare performance against the original baseline
- ☐ Schedule the next audit