



WEBSITE AUDIT CHECKLIST



Website URL: _____



Date: _____



Audit Performed By: _____



Job Title: _____

Branding & Design		Notes
	Logo is clearly visible and high quality	
	Brand colors, fonts, and visuals are consistent	
	Design is clean, modern, and uncluttered	
	Mobile responsive and optimised for all devices	
	Favicon is set and visible in browser tab	

Content & Messaging		Notes
	Key pages (About, Services, Contact, etc.) are complete	
	Content is up-to-date, accurate, and well-written	
	Clear calls-to-action (CTAs) on every page	
	Proofread for grammar, spelling, and formatting errors	
	Key pages (About, Services, Contact, etc.) are complete	

User Experience (UX)		Notes
	Easy navigation and menu structure	
	Site loads quickly (3 seconds or less)	
	No broken links or error pages	
	Search functionality (if applicable) works well	
	Contact forms are easy to find and functional	

SEO & Visibility		Notes
	Page titles and meta descriptions are optimised	
	Headings (H1, H2, etc.) are used correctly	
	Images have alt text for accessibility and SEO	
	Keywords are used naturally throughout content	
	Website is submitted to Google Search Console	

Analytics & Tracking		Notes
	Google Analytics is installed and tracking	
	Conversion goals are set (e.g., form fills, purchases)	
	Links from emails or ads have tracking codes	
	Performance is reviewed regularly	

Security & Performance		Notes
	SSL certificate is installed (https://)	
	Website software/plugins are updated	
	Backups are scheduled and working	
	Spam protection (e.g., CAPTCHA) on forms	
	No security warnings from browsers	

Overall Check		Notes
	Design reflects brand values and personality	
	Website supports business goals and conversions	
	Site is easy to use and provides a good user experience	
	You have a plan to maintain and update regularly	
	Design reflects brand values and personality	

Actions
