

10-Point Website Audit Checklist

Find what's wrong with your website in 15 minutes

Use this checklist to quickly identify issues that could be hurting your website's performance, search rankings, and conversion rates. Check each item and note any problems you find.

1. Mobile Responsiveness

- Open your website on your phone
 - Check if text is readable without zooming
 - Verify buttons and links are easy to tap
 - Test all pages, not just the homepage
- Tool: Google Mobile-Friendly Test (search.google.com/test/mobile-friendly)

2. Page Load Speed

- Test your homepage load time
 - Target: Under 3 seconds on mobile
 - Check for large images slowing you down
- Tool: Google PageSpeed Insights (pagespeed.web.dev)
- Tool: GTmetrix (gtmetrix.com)

3. SSL/HTTPS Security

- Look for padlock icon in browser address bar
- URL should start with `https://` not `http://`
- Check all pages, including subpages
- No 'Not Secure' warning should appear
- SSL certificates are free via Let's Encrypt

4. Google Business Profile

- Search your business name on Google
- Verify your listing appears in the sidebar
- Check hours, phone, address are correct
- Respond to any reviews
- Add photos if you haven't recently

5. Title Tags & Meta Descriptions

- Each page should have a unique title
 - Titles should include your main keyword
 - Keep titles under 60 characters
 - Meta descriptions under 160 characters
- Tool: View page source or use SEO browser extension

6. Contact Information Visibility

- Phone number visible on every page (header/footer)
- WhatsApp link working correctly
- Email address or contact form present
- Physical address if you have a location
- Contact page easy to find in navigation

7. Calls-to-Action (CTAs)

- Every page has a clear next step
- CTA buttons stand out visually
- Button text is action-oriented (Get Quote, Book Now)
- CTAs link to correct pages
- Mobile CTAs are easy to tap

8. Broken Links & 404 Errors

- Click through your main navigation links

- Check footer links
- Test any external links
- Tool: Dead Link Checker (deadlinkchecker.com)
- Tool: Screaming Frog (free for small sites)

9. Image Optimization

- Images should load quickly
- No blurry or stretched images
- All images have alt text (for SEO)
- Use WebP format when possible
- Compress images before uploading

10. Analytics & Tracking

- Google Analytics installed and tracking
- Check you're getting data (not zero visits)
- Google Search Console connected
- Conversion tracking set up (forms, calls)
- Facebook Pixel if running ads

Bonus: Free Testing Tools

Speed Testing

- Google PageSpeed Insights - pagespeed.web.dev
- GTmetrix - gtmetrix.com
- Pingdom - tools.pingdom.com

SEO Analysis

- Google Search Console - search.google.com/search-console
- Ubersuggest - neilpatel.com/ubersuggest
- SEO Site Checkup - seositecheckup.com

Security Checks

- SSL Labs - ssllabs.com/ssltest
- Sucuri SiteCheck - sitecheck.sucuri.net
- Google Safe Browsing - transparencyreport.google.com

Mobile & Accessibility

- Google Mobile-Friendly Test - search.google.com/test/mobile-friendly
- WAVE Accessibility - wave.webaim.org
- Responsinator - responsinator.com

