

Website Audit Checklist

Technical foundations

- ☐ Verify robots.txt, XML sitemap, and HTTPS configuration.
- ☐ Check and correct canonical tags and redirect rules.
- ☐ Fix 404 errors, redirect chains, and mixed content issues.
- ☐ Confirm proper indexing and crawl depth in Google Search Console.
- ☐ Ensure site is mobile-responsive and performs well across devices.

Performance and Core Web Vitals

- ☐ Measure LCP, INP, and CLS using PageSpeed Insights or Lighthouse.
- ☐ Compress images and implement lazy loading.
- ☐ Minify and defer CSS and JavaScript.
- ☐ Enable browser caching and consider a CDN for global delivery.
- ☐ Identify and reduce render-blocking resources.

SEO and on-page structure

- ☐ Review and optimise title tags, meta descriptions, and H1s.
- ☐ Clean up or consolidate thin, duplicate, or outdated content.
- ☐ Add descriptive, keyword-rich alt text to images.
- ☐ Optimise URL structure for clarity and search intent.
- ☐ Detect and fix orphan pages with proper internal linking.

AI visibility and AI Overviews

- [] Identify key pages likely to appear in AI Overviews (e.g., how-tos, definitions, comparisons).
- [] Add concise, well-structured answers near the top of the page to target AI summaries.

- [] Use schema markup (FAQ, HowTo, Article) to help LLMs extract relevant info.
- [] Check Google Search Console and analytics for drop-offs on high-intent queries. AI may be intercepting traffic.
- [] Search your priority keywords in incognito to see if AI Overviews are showing up.
- [] Review how ChatGPT, Claude, or Perplexity summarizes your brand or content.
- [] Keep definitions clear and facts sourced. AI tools prefer clean, authoritative phrasing.
- [] Add internal links to context-rich pages that answer likely follow-up questions.

Authority and linking

- ☐ Audit backlink profile for quality and relevance.
- ☐ Identify and disavow toxic or spammy links.
- ☐ Strengthen internal linking using descriptive anchor text.
- ☐ Link from high-authority pages to priority content.

Content quality and keyword alignment

- ☐ Evaluate content for depth, originality, and freshness.
- ☐ Align key pages with search intent (informational, transactional, etc.).
- ☐ Identify and fill keyword gaps by comparing to competitors.
- ☐ Add FAQs, definitions, and structured sections for AI visibility.

UX and conversion paths

- ☐ Review site navigation, layout, and clarity of CTAs.
- ☐ Test checkout flows, forms, and lead capture elements.
- ☐ Use heatmaps or session recordings to spot user friction.
- ☐ Confirm that trust signals (testimonials, badges) are visible where needed.



Accessibility and compliance

- ☐ Test color contrast, font sizes, and keyboard navigation.
- ☐ Add alt text, ARIA labels, and descriptive form field labels.
- ☐ Ensure compatibility with screen readers and tab-based navigation.
- ☐ Aim for WCAG 2.2 Level AA compliance.
- ☐ Review legal obligations like the ADA or regional accessibility laws.



Monitoring and reporting

- ☐ Set up regular checks in Search Console and GA4.
- ☐ Create an audit report with priorities and assigned owners.
- ☐ Use dashboards or project tools to track fixes over time.
- ☐ Schedule quarterly audits for technical and content health.
- ☐ Track improvements in Core Web Vitals, traffic, and engagement.