

FREE RESOURCE

Website Audit Checklist

16 Points for SEO and Conversion

For small business owners who want more traffic and more customers from their website, without paying for ads.

How to use this checklist

Go through each of the 16 points and tick the box if your website passes. If you fail a point, follow the fix instructions to address it. Do not try to fix all 16 at once. Pick the 2 or 3 that feel most urgent, do those properly, then come back for the rest. Consistent progress beats a perfect plan that never gets executed.

YOUR SCORE	DATE AUDITED	WEBSITE AUDITED	NEXT REVIEW
_____ / 16	_____	_____	_____

SEARCH ENGINE OPTIMISATION (SEO)

01 Your page titles are unique and keyword-rich ☐

What this means: Every page on your website should have a unique title that clearly describes what that page is about. Your homepage title should include **your business name and main service**. Your blog or article titles should include the keyword you want to rank for.

If you fail this: Go to each page on your site. Check what appears in the browser tab. If it says your site name only, or nothing, you need to fix this. Install Yoast SEO (free WordPress plugin) and write a unique title for every page. Keep it under 60 characters.

02 Every page has a meta description ☐

What this means: The meta description is the 2-line summary that appears under your page title in Google search results. It does not directly affect your ranking, but it affects whether people click on your result. A good meta description is specific, honest, and includes your keyword naturally.

If you fail this: Open Yoast SEO and write a meta description for every page. Keep it between 140 and 160 characters. Think of it as a mini ad for that page. What would make someone choose your result over the others?

03 Your website loads in under 3 seconds on mobile



What this means: Most web traffic today comes from mobile devices. Google measures how fast your site loads on mobile and uses this as a ranking signal. If your site is slow, you rank lower and lose visitors before they even see your content. Oversized images are the most common cause.

If you fail this: Go to pagespeed.web.dev and enter your website URL. If your mobile score is below 70, start by compressing all images. Use squosh.app or tinypng.com before uploading any image. On WordPress, install WP Super Cache (free) to speed up load times.

04 Your website is mobile-friendly



What this means: More than 60% of web traffic now comes from mobile devices. If your website looks broken, has text that is too small to read, or buttons that are hard to tap on a phone, visitors leave immediately. Google also penalises sites that are not mobile-friendly.

If you fail this: Open your website on your phone right now. Can you read the text without zooming in? Are the buttons easy to tap? Can you navigate the menu? If anything feels awkward, contact your web developer. If you are on WordPress, switching to a responsive theme fixes most issues.

05 Your H1 heading clearly states what the page is about



What this means: Every page should have one H1 heading, and it should clearly describe what that page is about using words your customers actually use. The H1 is one of the strongest signals you can give Google about the topic of a page.

If you fail this: Check each page on your site. There should be exactly one H1 per page. It should include your main keyword for that page. On your homepage, it should describe your business and main service. Avoid vague H1s like 'Welcome' or 'About Us'.

07 Your website URL structure is clean and readable



What this means: A clean URL tells both Google and your visitors what a page is about before they even visit it. A URL like luwany.com/seo-tips-for-small-business is far more powerful than luwany.com/?p=247. Clean URLs also rank better because they can include keywords.

If you fail this: In WordPress, go to Settings then Permalinks. Set your URL structure to Post Name. This gives you clean URLs automatically. For existing pages with messy URLs, you can change them, but set up a redirect from the old URL to the new one so you do not lose any existing rankings.

08	You have a working SSL certificate (your site shows https)	☐
-----------	---	--------------------------



What this means: SSL is what makes your website address start with https instead of http. Google gives a small ranking boost to secure sites, and browsers show a warning to visitors who land on unsecured sites. That warning alone drives people away.

If you fail this: Look at your website address in the browser. If it starts with http without the s, or shows a padlock with a warning, contact your hosting provider. Most hosts provide free SSL through Let's Encrypt. On WordPress, the Really Simple SSL plugin can help activate it.

09	You have at least one page of content that answers a real question	☐
-----------	---	--------------------------



What this means: A website with only About, Services, and Contact pages can only be found by people who are already looking for you specifically. To attract new customers through Google, you need content that answers the questions they are typing into the search bar.

If you fail this: Write one article this week answering a question you get asked regularly. Start the title with How, Why, What, or a number. For example: How much does social media management cost for small businesses? or 5 signs you need a marketing consultant. Publish it on your blog and link to it from your homepage.

10	Your images have descriptive alt text	☐
-----------	--	--------------------------



What this means: Alt text is a short description you add to each image on your website. Google cannot see images the way humans do, so it reads the alt text to understand what the image shows. Good alt text also makes your site accessible to visually impaired users, which Google rewards.

If you fail this: In WordPress, when you upload an image, there is an Alt Text field in the media settings. Fill it in for every image. Describe what is in the image and include a relevant keyword where it makes sense naturally. Bad example: IMG_2094. Good example: marketing consultant reviewing website analytics on laptop.

11	You have Google Search Console set up and verified	☐
-----------	---	--------------------------



What this means: Google Search Console is a free tool from Google that shows you how your website is performing in search results. It tells you which keywords people are using to find you, which pages Google has indexed, and if there are any errors Google has found on your site. Without it, you are flying blind.

If you fail this: Go to search.google.com/search-console and add your website. Google will ask you to verify ownership, which you can do by adding a small piece of code to your site or through your domain provider. Once verified, it takes a few days to start showing data. Check it once a week to monitor your progress.

16 You have website tracking set up (Google Analytics or Meta Pixel)

What this means: Google Search Console tells you how people find your site. Google Analytics tells you what they do once they arrive. Meta Pixel tells your ads who to target based on real visitors. Without at least one of these, you are making marketing decisions based on guesswork.

If you fail this: Go to analytics.google.com and create a free account. Install the tracking code on your website or use a plugin like MonsterInsights on WordPress to connect it in a few clicks. If you run paid ads on Facebook or Instagram, go to business.facebook.com and set up your Meta Pixel. Both take under 30 minutes and will immediately start giving you data you can act on.

LOCAL SEO

06 You have claimed your Google Business Profile



What this means: If you serve customers in a specific location, your Google Business Profile is the single most powerful free SEO tool available to you. It is what makes you appear on Google Maps and in the local search results that show up before the regular results.

If you fail this: Go to business.google.com and search for your business. If it is not there, create a profile. If it is there but unclaimed, claim it. Fill in every field: business name, category, address, phone, hours, website, and photos. Start asking customers for reviews.

CONVERSION

12 Your website has a clear call to action on every page



What this means: Every page your visitor lands on should tell them clearly what to do next. Whether that is booking a call, sending a message, downloading a resource, or signing up to your

email list. Without a clear next step, visitors leave without doing anything, even if they liked what they read.

If you fail this: Go through every page on your site. Ask yourself: what do I want someone to do after reading this page? Make sure that action is visible without scrolling, uses clear language like Book a Free Call or Send Me a Message, and stands out visually. One call to action per page is usually better than several competing ones.

13 Your contact information is easy to find



What this means: Visitors who want to contact you should never have to search. Your phone number, email, and WhatsApp should be visible in your header or footer on every page. If someone has to click around to find how to reach you, most of them will not bother.

If you fail this: Check your website header and footer. Can you see a phone number or WhatsApp link? If not, add it. Consider adding a sticky header that stays visible as people scroll. Also make sure your Contact page loads quickly and the form actually works. Test it by sending yourself a message.

14 Your homepage clearly explains what you do and who you help



What this means: You have approximately 5 seconds to tell a new visitor who you are, what you do, and why they should care. If your homepage opens with a vague headline, a generic stock photo, or a wall of text about your company history, most visitors leave before they scroll.

If you fail this: Read your homepage headline out loud to someone who does not know your business. Do they understand immediately what you do and who you help? If not, rewrite it. A strong homepage headline answers three questions: what do you do, who do you do it for, and what does it get them. For example: I help small business owners turn their marketing ideas into real results.

15 You have social proof visible on your website



What this means: Social proof is evidence that other people have worked with you and gotten results. This includes testimonials, client names or logos, case studies, media mentions, or specific numbers like clients served or years of experience. People trust people more than they trust businesses, and seeing that others have hired you reduces the risk of hiring you.

If you fail this: Add at least 2-3 testimonials to your homepage or a dedicated testimonials page. Ask past clients for a written or video testimonial. If you have client logos you are allowed to display, show them. If you have results you can quantify, show those numbers prominently.

What your score means

14 to 16: Your website is in strong shape. Focus on publishing consistent content and building links.

10 to 13: Good foundation but gaps that are costing you visibility and customers. Fix the fails in order of impact.

Below 10: Your website needs significant work. Start with points 1, 3, 6, and 13 as your highest-impact quick wins.

Need help fixing what you found?

I work with small businesses to fix exactly these issues and build marketing systems that actually produce results.

luwany.com | admin@luwany.com