

Website Audit Checklist

Checklist · 27 items · 8 sections

A thorough website audit is the foundation of any successful SEO strategy. This checklist covers every critical area: technical health, on-page SEO, Core Web Vitals, mobile usability, security, and content quality: so you know exactly what to fix.

Open the editable, AI-powered version online:

<https://genechecklist.com/checklist/website-audit-checklist>

TECHNICAL SEO

- Check Google Search Console for crawl errors and coverage issues
HIGH
- Verify robots.txt is not blocking important pages
HIGH
- Check XML sitemap exists and is submitted to Search Console
HIGH
- Verify HTTPS is enabled across all pages: no mixed content
HIGH
- Check for broken links (internal and external): use Screaming Frog or Ahrefs
HIGH
- Check for duplicate content: canonical tags set correctly
HIGH
- Audit redirects: fix redirect chains and loops
HIGH
- Check all pages return correct status codes (no unexpected 404s, 500s)
HIGH

SITE SPEED & PERFORMANCE

- Test Core Web Vitals: LCP under 2.5s, INP under 200ms, CLS under 0.1
HIGH
- Run Google PageSpeed Insights on key pages
HIGH
- Check image optimization: compress, use WebP, add width/height attributes
HIGH
- Verify JavaScript and CSS are minified and cached

- Enable lazy loading for images below the fold

MOBILE

- Check mobile-friendliness using Google's Mobile-Friendly Test
HIGH
- Verify viewport meta tag is set correctly
HIGH
- Test tap targets are large enough on mobile (48px minimum)

ON-PAGE SEO

- Audit title tags: unique, keyword-rich, 50–60 characters each
HIGH
- Audit meta descriptions: unique and compelling, 140–160 characters
HIGH
- Check H1 tags: one per page, contains primary keyword
HIGH
- Verify image alt text is descriptive and keyword-relevant
HIGH
- Review internal linking structure: ensure key pages get links
HIGH
- Check URL structure: short, descriptive, hyphen-separated

CONTENT

- Audit content quality: thin pages, duplicate content, outdated info
HIGH
- Check structured data / schema markup is implemented and valid

ANALYTICS

- Verify Google Analytics or GA4 is tracking correctly
HIGH

SECURITY

- Check SSL certificate expiry date
HIGH

OFF-PAGE

- Review backlink profile: disavow toxic or spammy links