

Website Audit Checklist

Technical

- Crawling / Indexing
- Non-indexable pages
- Canonical URLs
- Robots.txt
- Site speed
- Core web vitals
- XML sitemap
- HTTP 4xx error
- HTTPS Redirects

UI / UX

- Broken links
- Page speed
- Layout
- Storytelling / Branding
- Usability
- Goals and CTAs
- Visual design and brand consistency

Content

- Duplicate title tags and meta descriptions
- Duplicate content or pages
- Internal linking
- Relevance of content
- Human-focused content

Analytics

- Google Search Console
- Google Analytics 4
- Other organic monitoring platforms, like SEMRush