Simple Website Audit Checklist

92–97% is a target score

Scoring Guide
< 50% = Critical • < 85% = Recommended Rebuild • < 95% = Needs Work

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1. First Impression & Trust

- ☐ Loads in under 3 seconds
- ☐ Clear business purpose
- ☐ Consistent branding
- ☐ Contact info easy to find
- ☐ Professional on all devices

2. Mobile & Accessibility

- ☐ Mobile-friendly layout
- ☐ Readable text sizing
- ☐ Easy-to-tap buttons
- ☐ Alt text on images
- ☐ Good contrast & spacing

3. SEO Foundations

- ☐ Unique page titles
- ☐ Clear meta descriptions
- ☐ Proper heading structure
- ☐ Keyword optimization
- ☐ Optimized images

4. Content Clarity

- ☐ Services clearly explained
- ☐ Clear next steps / Call to Action Buttons
- ☐ Up-to-date information
- ☐ Trust-building About page

5. Forms & Lead Capture

- ☐ Forms work correctly
- ☐ Leads delivered properly
- ☐ Outbound email confirmation for leads
- ☐ Simple & user-friendly

6. Security & Tracking

- ☐ Website Security in place
- ☐ CDN
- ☐ No visible errors
- ☐ Analytics installed

Priority Fixes / Notes