

**HDL**Perma**Code****TECH**

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FREE AUDIT RESOURCE

# Website Audit Checklist

Discover the 10 Proven Steps to Instantly Improve Your  
Website's Conversion Rate and SEO Performance.

A PROFESSIONAL 10-STEP FRAMEWORK USED BY WEB EXPERTS

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## Free Website Audit Checklist



# Why Website Auditing Matters

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In today's fiercely competitive digital landscape, having a website that just "looks good" is no longer enough. Your website is the core engine of your business online, and its performance directly dictates your bottom line.

A professional website audit is a systematic examination of your site's health, designed to uncover hidden bottlenecks that are quietly costing you leads, sales, and valuable search engine rankings.

## Key Pillars of a High-Performing Website:

- %" Speed & Performance: A 1-second delay reduces conversions by 7%.
- %" SEO Ranking: Unoptimized structures make you invisible to Google.
- %" Conversion Optimization: Friction in user flow abandons carts and forms.
- %" User Experience (UX): Broken layouts erode brand trust immediately.
- %" Military-Grade Security: Protecting client data is non-negotiable.

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# The 10-Step Audit Framework

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## Performance Optimization

- Website loads under 3 seconds - Test via Google PageSpeed Insights.
- Images are optimized - Compress to WebP formats without quality loss.
- CSS & JavaScript are minified - Remove unnecessary code spacing to reduce file sizes.

## Mobile Responsiveness

- Fully responsive on all screen sizes - Layout adapts perfectly to phones, tablets, and distinct desktop resolutions.
- Mobile navigation is user-friendly - Ensure the hamburger menu is accessible and touch-friendly.

## Design & User Experience

- Clear call-to-action buttons - CTA buttons have high contrast and clear instructional text.
- Consistent branding and typography - Typography and color palettes strictly match brand guidelines.

## Security & SEO Optimization

- SSL certificate is active - Connection is secure to protect user data and boost SEO.
- Forms are protected - Forms are protected by invisible CAPTCHA to prevent targeted bot attacks.
- Optimized meta titles & descriptions - Every page has a unique title and compelling meta description.

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# Need a Professional Audit?

Running an audit yourself can be time-consuming, and finding the technical bottlenecks hidden deeply within your website

requires expert insight.

Let me handle the heavy lifting. Request a comprehensive, tailored audit report of your website from a premium global developer.

**REQUEST YOUR FREE WEBSITE AUDIT**

Or email me directly at:

[client@hdlpermacodetech.com](mailto:client@hdlpermacodetech.com)

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