TRUE

Item	✓
Keyword in title (H1)	☐
Meta title optimized	☐
Meta description optimized	☐
Page organized with H2s, H3s, bullets, lists	☐
Keyword in H2s	☐
Images to break up text	☐
Keyword in image filename and alt text	☐
Images compressed/sized	☐
Information accurate, quality, up to date	☐
Has backlinks	☐
No broken links	☐
Linked to from other relevant pages	☐

LIGHT SITE

Item	Desktop	Mobile
Industry and offering immediately clear.	☐	☐
Main navigation is intuitive.	☐	☐
Each page has a call to action.	☐	☐
Users can easily and quickly find key information.	☐	☐
Each page has a proper meta description and meta title.	☐	☐
Pages are clearly titled and information is organized.	☐	☐
Business information and photos are accurate and up to date.	☐	☐
Photos and graphics of people are inclusive and diverse.	☐	☐
Correct spelling and grammar.	☐	☐
Design elements and brand feel is consistent.	☐	☐
Pages are linked to each other.	☐	☐
Popups and live chat display only where they should.	☐	☐
Website copy is readable, friendly, and clear.	☐	☐
Footer links work, contain social icons	☐	☐

TECHNICAL SEO

Indexing/crawling

Item	✓
All pages you want to be indexed are indexed and vice versa	☐
All versions of pages (http/s/www) redirect to one (https)	☐
Broken links removed or redirected	☐
Duplicate content deleted, redirected, or tagged canonically	☐

Sitemap

Item	✓
Contains only SEO-relevant pages	☐
File location defined in robots.txt	☐
Submitted to Google Search Console	☐
Properly formatted	☐
Follows Google's guidelines	☐

Robots.txt

Item	✓
Contains pages you don't want to be crawled	☐
Named robots.txt	☐
Only have one, UTF-8 encoded text file	☐
Includes location of sitemap	☐
Submitted	☐

Site performance

Item	✓
Core Web Vitals	☐
Mobile friendliness	☐
Page speed	☐

DESIGN/UX

Navigation

Item	Desktop	Mobile
Navigation menu contains all important pages	☐	☐
Is identical across all pages that have it	☐	☐
Navigation page labels literal	☐	☐
Mobile menu at least 46px	☐	☐
Header logo links to homepage	☐	☐

Functionality

Item	Desktop	Mobile
Red routes (critical actions) free of barriers	☐	☐
Repetitive actions effortless	☐	☐
Forms clearly labeled	☐	☐
Form fields show errors before the form gets submitted	☐	☐
Success message when forms are submitted	☐	☐

Copy and text

Item	Desktop	Mobile
Two type families or less	☐	☐
Fonts are legible in all forms - all caps, italics, bold, etc.	☐	☐
Font styles- consistent styles and sizes	☐	☐
Copy is readable, friendly, clear.	☐	☐

Perception

Item	Desktop	Mobile
Main action intended is immediately clear	☐	☐
Industry and product/service immediately clear	☐	☐
Brand look, feel, colors, messaging consistent across site	☐	☐

ACCESSIBILITY

Text

Item	✓	✓
HTML tags indicate headings, subheadings, lists, call-out text, etc.	☐	☐
Body text at least 16px (ideally 18px); large text at least 24px	☐	☐
Text contrast ratio at least 4:5:1	☐	☐
Bold and linked text contrast ratio of at least 3:1	☐	☐
Line spacing at least 1.5	☐	☐
Anchor text is clear	☐	☐
Text can be enlarged or made smaller	☐	☐

Images, video, audio

Item	✓	✓
Images have detailed alt text alt text	☐	☐
Audio & video have subtitles or transcripts	☐	☐
Can pause, mute, or exit automatically playing audio and video content	☐	☐
No images of text or tables (or text version provided)	☐	☐

Navigation

Item	✓	✓
Can navigate and function with only keyboard	☐	☐
Page titles descriptive and informative	☐	☐
Menu order is same throughout site	☐	☐
No time limits imposed on users	☐	☐

CRO

CTAs

Item	Desktop	Mobile
Prominent CTA on homepage	☐	☐
Above the fold	☐	☐
Look like buttons	☐	☐
Stand out with color contrast	☐	☐
Big enough size and font size	☐	☐
White space and directional cues	☐	☐
Copy clear, descriptive, desirable	☐	☐
	☐	☐

Copywriting

Item	Desktop	Mobile
Clear and concise	☐	☐
Conversational	☐	☐
Not overly salesy	☐	☐
Communicates value and trust	☐	☐

Page design

Item	Desktop	Mobile
Not cluttered (organized, enough white space)	☐	☐
Visually appealing, consistent with brand	☐	☐

Landing pages

Item	Desktop	Mobile
Indexed/not indexed as intended	☐	☐
Only one CTA	☐	☐
Consistent with preceding ad or offer	☐	☐
Follows landing page best practices	☐	☐

Forms

Item	Desktop	Mobile
Labeled clearly	☐	☐
Minimum fields	☐	☐
Detect errors before submission	☐	☐

			Submission triggers optimized thank you page	☐	☐
			Information syncs to CRM/automation tools	☐	☐
			User receives offer	☐	☐
			Misc		
			Gated content not indexed	☐	☐
			Important pages optimized for content and technical SEO	☐	☐
			Popups/chat appear only on pages intended	☐	☑