



WEBSITE AUDIT CHECKLIST



WELCOME!

Building, improving, and maintaining your web presence can sometimes be overwhelming. We believe that the first step you take towards improving your website is taking a thousand-mile view of your situation. What is working? What isn't? What can be improved? What should be removed? These are some of the questions that a website audit can help you answer.

A website audit is kind of like reading your bank statement and handling your finances. It's necessary, but it can be a little scary.

This is why we have put together a comprehensive website audit checklist for you. We want to lighten the load for you. This checklist will help you sort through the plethora of information available so that you can make informed decisions about your website.

We hope that this helps you to get a clearer understanding of what goals you may or may not have and how to go about pursuing them. Of course, we are always here to help you with your website needs. Reach out [here](#) to learn more about all the ways Wave Land can support you in your website journey.

Let's get started!

CONTENT CLARITY AND QUALITY

- ☐ Is the content on your website clear, engaging, and free of jargon?
- ☐ Are your services or products described in detail, addressing the needs of your audience?
- ☐ Is there a clear call to action on each page guiding visitors on what to do next?
- ☐ Is your website's content regularly updated to reflect the latest information about your products or services?
- ☐ Does your content include relevant keywords to help improve your site's SEO performance?

USER EXPERIENCE AND NAVIGATION

- ☐ Is your website easy to navigate, with a logical structure that guides visitors through your site?
- ☐ Is your website mobile-friendly, providing a seamless experience across all devices?
- ☐ Are loading times quick, ensuring visitors don't leave due to slow page loads?
- ☐ Is there a clear and consistent menu structure that makes finding information straightforward?
- ☐ Are there any broken links or pages that lead to a dead end or 404 error?

DESIGN AND AESTHETICS

- ☐ Is your website's design consistent with your brand's colors, logos, and overall aesthetic?
- ☐ Are images and graphics high quality and relevant to the content they accompany?
- ☐ Is the text formatting (font size, color, style) easy to read and accessible to users with disabilities (vision impairment, color blindness, etc.)?
- ☐ Does the design of your website facilitate a positive user experience rather than distract or confuse?

SEO AND ONLINE VISIBILITY

- ☐ Are all pages optimized with relevant meta titles and descriptions?
- ☐ Do images contain descriptive, keyword-rich alt tags?
- ☐ Is your website registered with [Google Search Console](#) and/or [Bing Webmaster Tools](#)?
- ☐ Are you actively using internal linking to help users and search engines find related content?

TECHNICAL HEALTH

- ☐ Is your website secure with HTTPS?
- ☐ Are the regular backups and maintenance of your website being performed?
- ☐ Have you checked for and resolved any crawl errors reported in Google Search Console?
- ☐ Is your website optimized for speed, using techniques like compressing images and leveraging browser caching?

SOCIAL MEDIA AND CONTACT INFORMATION

- ☐ Are your social media profiles linked to your website, and are they regularly updated?
- ☐ Is your contact information easily accessible, including a contact form, email address, and phone number?
- ☐ Do you have a clear and compelling "About Us" page that tells your story and mission?

COMPLIANCE AND ACCESSIBILITY

- ☐ Is your website compliant with the latest web accessibility standards (WCAG)?
- ☐ Do you have a clear privacy policy and terms of service accessible to users?
- ☐ Are you compliant with regulations relevant to your industry and location, such as GDPR for European users?

Remember, this checklist is a starting point. Depending on your specific industry, audience, and website goals, some of these items may be irrelevant, or you might have additional items to consider. Regularly auditing your website is key to maintaining an effective, engaging online presence.

We at Wave Land Web are dedicated to helping you navigate these waters. Don't hesitate to [reach out](#) for a personalized consultation or assistance with any items on this checklist.

Happy auditing!
