Web25: Website Audit Checklist

Your website might be killing the trust of your potential clients — without you even knowing it.

If it feels outdated, slow, or hard to use, visitors don't stick around. It's like walking into a store that hasn't been updated since the '90s — the trust is gone before the first click.

Online, your website is your front door. It's the first thing people see. If it looks old or feels messy, it's

quietly saying, "We're not ready for you yet." And that's NOT the message you want to send.

A clean, modern site isn't just nice to have — it's the first step to showing people you're serious. First impressions count. And online, your website is all you've got.

Here's how to check if your site's doing its job?

This website audit checklist is here to help you see where your website stands right now.

As you go, you'll spot what's working and what needs fixing. From there, you can make smart changes to improve how your site looks, feels, and performs.

By going through this list, you can find things that need fixing and make the website even better for everyone who visits it.

Let's break it down - section by section.

Here's a clear checklist to help you find what's not working and fix it. Each part gets straight to the point—no filler, just what matters.

Web 25

✅ What This Checklist Covers

This checklist helps you review your site across 9 key areas that affect how people see, use, and trust your brand online.

Here's what you'll be going through:

1. **User Experience (UX)** – Is your site easy to use and navigate?

2. **Content Quality and Relevance** – Are you saying the right things to the right people?

3. **Design and Branding** – Does your design match your brand and leave a strong impression?

4. **SEO and Technical Aspects** – Is your site findable, fast, and technically sound?

5. **Performance and Loading Speed** – Does your site load quickly on all devices?

6. **Security** – Are you keeping visitor data safe and protected?

7. **Social Media Integration** – Can people easily connect and share your content?

8. **Analytics and Conversion Tracking** – Are you tracking what matters and learning from it?

9. **Legal and Compliance** – Is your site legally safe and privacy-friendly?

💻 Section 1: User Experience (UX):

💡 *Is your site easy to use, read, and navigate for every visitor?*

☐ Mobile Responsiveness: Is the website mobile-friendly and responsive on various devices and screen sizes?

☐ Navigation: Is the website's navigation intuitive, with a clear menu structure and easy-to-find links?

☐ Page Load Speed: Does the website load quickly, ideally within 3 seconds or less?

☐ Content Readability: Is the text easy to read with legible fonts and proper contrast?

☐ Broken Links: Are there any broken links or 404 error pages?

☐ Clear Call-to-Action (CTA): Are there clear and compelling CTAs on each page to guide users toward desired actions?

☐ Forms: Are contact forms and other forms working correctly, and are they user-friendly?

☐ Images and Media: Are images optimized for web use, and do they enhance the content?

⭐ Section 2: Content Quality and Relevance:

💡 **Is your content clear, useful, and speaking to the right audience?**

☐ Content Clarity: Is the content easy to understand, and is it free of grammatical errors?

☐ Updated Information: Is the content up to date, including contact information, product details, and blog posts?

☐ Value Proposition: Is the website's value proposition clearly communicated?

☐ SEO Optimization: Are pages optimized for relevant keywords, and is meta information (title tags, meta descriptions) in place?

☐ Blog: Is there a blog section with valuable and relevant content for the target audience?

👨‍🎨 Section 3: Design and Branding:

💡 *Does your design reflect your brand and make a strong first impression?*

☐ Brand Consistency: Is the website's design consistent with the brand identity, including logos, colors, and typography?

☐ Visual Appeal: Is the design visually appealing, with a clean layout and attractive visuals?

☐ Readability: Are font sizes, styles, and colors chosen for readability and accessibility?

☐ Imagery: Are images and graphics high-quality and relevant to the content?

☐ Accessibility: Is the website accessible to users with disabilities, including alt text for images and proper HTML structure?

📈 Section 4: SEO and Technical Aspects:

> 💡 *Is your site easy to find, fast to load, and working properly behind the scenes?*

☐ SEO-friendly URLs: Do URLs use descriptive keywords and are they SEO-friendly?

☐ Sitemap: Is there an XML sitemap in place for search engines?

☐ Robots.txt: Is the robots.txt file configured correctly for search engine crawling?

☐ HTTPS: Is the website secured with an SSL certificate (https://)?

☐ Page Titles: Are unique and descriptive page titles used for each page?

☐ Heading Structure: Is content structured with proper heading tags (H1, H2, H3, etc.)?

☐ Redirects: Are there any broken or improper redirects?

☐ Analytics: Is Google Analytics or other analytics tools integrated for tracking website performance?

⚙️ Section 5: Performance and Loading Speed:

💡 *Is your site loading fast and running smoothly across all devices?*

☐ Page Speed Insights: Use tools like Google PageSpeed Insights to check website speed and identify opportunities for improvement.

☐ Image Optimization: Are images compressed and optimized for faster loading?

☐ Caching: Is browser caching enabled to speed up subsequent visits?

☐ Hosting: Is the hosting plan sufficient for the website's traffic and performance needs?

☐ Content Delivery Network (CDN): Consider using a CDN to distribute content and improve loading times.

🔒 Section 6: Security:

💡 *Is your website secure and protecting your visitors' data?*

☐ Regular Backups: Are regular backups of the website data being performed?

☐ Security Plugins: Are security plugins or measures in place to protect against common threats?

☐ Software Updates: Are the website's CMS, plugins, and themes regularly updated to patch security vulnerabilities?

☐ SSL Certificate: Ensure the SSL certificate is active and configured correctly.

👍 Section 7: Social Media Integration:

💡 *Is your website connected to your social platforms and easy to share from?*

☐ Social Sharing: Are social sharing buttons or icons prominently displayed for easy content sharing?

☐ Social Profiles: Are links to social media profiles visible and up to date?

☐ Integration: Is social media content integrated, such as feeds or embedded posts?

🧐 Section 8: Analytics and Conversion Tracking:

💡 *Are you tracking what matters and seeing how visitors interact with your site?*

☐ Google Analytics: Ensure Google Analytics or other tracking tools are set up to monitor website

traffic.

☐ Conversion Tracking: Set up conversion tracking for key actions (e.g., form submissions, purchases) to measure goals.

👨🏻‍💼 Section 9: Legal and Compliance:

> 💡 *Is your website meeting legal requirements and protecting user privacy?*

☐ Privacy Policy: Is a privacy policy page available, and does it comply with relevant data protection laws?

☐ Terms of Use: Is a terms of use or service page available?

☐ Compliance: Ensure compliance with any industry-specific regulations or standards.

This checklist covers everything from how your site works to how it feels. It looks at performance, user experience, content, design, and the technical stuff too.

If you're a new business, use this as a guide to spot what needs work and start building a stronger online presence.

Not sure if your website is sending the right message? At Web25, we help businesses build websites that earn trust and keep people around. If you're ready to level up,
🔗 <u>let's have a quick chat.</u>