WEBSITE AUDIT
the master checklist

we know you're busy. would you like us to help?
contact us about our website audit and design/development services.

item	desktop			mobile			notes
	good	needs work	none or NA	good	needs work	none or NA	
BASIC							
Are the services/offer clear?	O	O	O	O	O	O	
Is there an intuitive navigation?	O	O	O	O	O	O	
Is there a CTA on each page?	O	O	O	O	O	O	
Does each page have meta data?	O	O	O	O	O	O	
Are pages clearly and appropriately titled?	O	O	O	O	O	O	
Is the business or org info current?	O	O	O	O	O	O	
Are pages/content internally linked?	O	O	O	O	O	O	
Do all links (nav, footer, cta, social) work?	O	O	O	O	O	O	
Does it meet accessibility standards? (See the **accessibility** section for a more detailed checklist)	O	O	O	O	O	O	
USER EXPERIENCE (UX)							
Navigation	O	O	O	O	O	O	
Does the main nav contain important pages?	O	O	O	O	O	O	
Is the navigation consistent across all pages that have it?	O	O	O	O	O	O	
Are navigation labels clear?	O	O	O	O	O	O	
Does the header/footer logos links to the homepage?	O	O	O	O	O	O	
Is there a functional mobile menu when appropriate?	O	O	O	O	O	O	
Do buttons look like "buttons" and is clickable content obviously clickable?	O	O	O	O	O	O	
Design, Copy and Function	O	O	O	O	O	O	
Are there a limited amount of font families? (3 or less)	O	O	O	O	O	O	
Are styles and sizes consistent?	O	O	O	O	O	O	
Are fonts and copy readable/clear?	O	O	O	O	O	O	
Are forms labeled and show error/success messages when appropriate?	O	O	O	O	O	O	
Can repetitive or important user actions be performed with few barriers to success?	O	O	O	O	O	O	

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SEO							
Are there keywords in the H1 and H2 tags?	○	○	○	○	○	○	
Are the meta titles optimized?	○	○	○	○	○	○	
Are the meta descriptions optimized?	○	○	○	○	○	○	
Are H-tags used appropriately? (Only one H1 tag per page; H2 is more important than H3, etc.)	○	○	○	○	○	○	
Are there keywords in image filenames and alt text?	○	○	○	○	○	○	
Are quality backlinks being used?	○	○	○	○	○	○	
Are there any broken links?	○	○	○	○	○	○	
Is there a blog or other informational resource?	○	○	○	○	○	○	
Are pages indexed as intended?	○	○	○	○	○	○	
Has the sitemap been submited to Google Search Console?	○	○	○	○	○	○	
Is there a blog or other informational resource?	○	○	○	○	○	○	
ACCESSIBILITY							
Text/Copy	○	○	○	○	○	○	
Do the HTML tags indicate an appropriate hierarch of headings, lists, body copy, etc.?	○	○	○	○	○	○	
Is body text at least 16px in size?	○	○	○	○	○	○	
Is there a text contrast ratio of at least 4.5:1 for text under 18pt (or 24px) or 3:1 for larger text? (standard according to the WCAG2. test at coolors.co or audioeye.com/color-contrast-checker)	○	○	○	○	○	○	
Is there sufficient line spacing (line-height) to increase readability?	○	○	○	○	○	○	
Images, Video, and Audio	○	○	○	○	○	○	
Do images have detailed alt text?	○	○	○	○	○	○	
Does audio and video have subtitles or transcripts?	○	○	○	○	○	○	
Can a user pause, exit or mute auto-play?	○	○	○	○	○	○	
Are there text versions of tables?	○	○	○	○	○	○	
Navigation	○	○	○	○	○	○	
Can the site be navigated with only a keyboard?	○	○	○	○	○	○	
Are page titles informative?	○	○	○	○	○	○	
Is the menu order the same throughout the site?	○	○	○	○	○	○	