

Website Audit Checklist

1. Speed and Performance

- Conduct speed tests (e.g., Google PageSpeed Insights, GTmetrix).
- Optimize images and compress large files.
- Minimize HTTP requests and implement browser caching.
- Ensure hosting services meet website traffic demands.

2. Mobile Responsiveness

- Test website on various devices and screen sizes.
- Confirm all forms, buttons, and menus are functional on mobile.
- Optimize font sizes and spacing for mobile readability.

3. SEO Health

- Audit metadata (titles, descriptions, and alt text).
- Fix broken links and redirects.
- Update content for relevant keywords and trends.
- Verify proper use of header tags (H1, H2, etc.).

4. Security Protocols

- Ensure SSL certificate is active and functional.
- Update plugins, themes, and CMS versions.
- Scan for malware and vulnerabilities.
- Confirm secure password policies and role-based access controls.

5. Content Refresh

- Remove or archive outdated content.
- Update contact information and company details.
- Ensure product and service descriptions are accurate and up to date.
- Create a content calendar for 2025.

6. Analytics and Tracking

- Verify proper setup of Google Analytics (e.g., GA4).
- Review performance metrics (e.g., bounce rate, conversions).
- Ensure tags and pixels are correctly configured for ad campaigns.

7. Accessibility Standards

- Test website against WCAG guidelines.
- Add alt text to all images.
- Ensure proper color contrast for readability.
- Provide keyboard navigation options.

8. Visual Design and Branding

- Verify consistent use of brand colors, fonts, and logos.
- Check for outdated design elements and consider a refresh.
- Ensure all images and videos are high-quality and relevant.

9. Functionality and User Experience (UX)

- Test all forms (e.g., contact, sign-ups) for submission errors.
- Check cart and checkout process (for e-commerce sites).
- Evaluate website navigation for ease of use.

10. Backup and Recovery

- Verify recent backups are complete and accessible.
- Test recovery processes for emergencies.
- Ensure storage for backups meets regulatory requirements.

How to Use the Checklist

- Assign team members to specific categories.
- Mark items as complete, in progress, or needing attention.
- Review progress weekly until all items are addressed.
- Document findings and action steps for 2025 planning.

This structured approach ensures a thorough review and sets your website up for a stellar year ahead!