

# Website audit checklist

## 50 checks. Evidence first. A practical action plan.

Use this printable template to review a website manually. It does not scan URLs or certify compliance. Record evidence for each score and investigate critical issues even if the total score is high.

Website: \_\_\_\_\_

Reviewer: \_\_\_\_\_ Review date: \_\_\_\_\_

Scope / sampled URLs: \_\_\_\_\_

Start with technical access. Review on-page content next. Finish with external evidence and an action plan. Use the check IDs to connect findings to affected URLs.

## Scoring

0 = Critical failure supported by evidence.

1 = Significant issue requiring investigation or a fix.

2 = A specific improvement remains.

3 = Meets the stated check within the reviewed scope.

N/A = Not applicable. Blank = Not checked. Neither counts as a completed check.

Progress = scored checks / applicable checks. Score = sum of numeric scores / (3 x scored checks) x 100. Leave the score blank when no checks are scored. Always report progress alongside the score.

## Use and limitations

Free for personal and commercial use. You may adapt and redistribute this template. Attribution to auditweb.site is appreciated. Standards and tool behaviour can change; verify the references before acting. Review counts and scores are organisational aids, not predictions of rankings or revenue.

# Technical SEO

15 checks | Record 0-3, N/A, or leave blank until checked.

| ID / check              | Evidence to review                                                                    | Method            | Score |
|-------------------------|---------------------------------------------------------------------------------------|-------------------|-------|
| 01. Crawl access        | Check robots.txt and crawl responses for important public pages.                      | GSC / crawl       | _____ |
| 02. Indexing            | Inspect important URLs. Explain any excluded pages before changing directives.        | GSC               | _____ |
| 03. Response codes      | Important pages return 200; removed URLs return 404/410 or a relevant redirect.       | HTTP / crawl      | _____ |
| 04. Core Web Vitals     | Field targets at p75: LCP <=2.5s; INP <=200ms; CLS <=0.1. Record missing field data.  | PSI / GSC         | _____ |
| 05. HTTPS               | Check certificate validity, HTTP redirects and mixed content on key journeys.         | Browser / HTTP    | _____ |
| 06. Mobile usability    | Test reading, navigation and forms on a narrow viewport with no lost content.         | Browser           | _____ |
| 07. Structured data     | Validate supported markup and match every claim to visible page content.              | Rich Results Test | _____ |
| 08. Redirects           | Resolve avoidable chains and loops; confirm the final destination is relevant.        | Crawl             | _____ |
| 09. XML sitemap         | Include intended canonical, indexable 200 URLs; remove stale entries.                 | Sitemap / crawl   | _____ |
| 10. Robots directives   | Distinguish crawl blocking from noindex. Robots.txt alone does not prevent indexing.  | HTTP / GSC        | _____ |
| 11. Rendered content    | Compare source and rendered HTML; confirm important content and links remain visible. | Browser / GSC     | _____ |
| 12. Server reliability  | Investigate repeated timeouts and 5xx responses using logs and crawl evidence.        | Logs / crawl      | _____ |
| 13. Site architecture   | Reach important pages through useful internal links; investigate orphan pages.        | Crawl             | _____ |
| 14. Duplicate URLs      | Check parameter and host variants; align canonical tags and internal links.           | Crawl / GSC       | _____ |
| 15. International pages | Where applicable, check language URLs and reciprocal hreflang references.             | Crawl             | _____ |

Evidence notes: record check ID, affected URL, observation and source.

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# On-page SEO

12 checks | Record 0-3, N/A, or leave blank until checked.

| ID / check               | Evidence to review                                                                       | Method          | Score |
|--------------------------|------------------------------------------------------------------------------------------|-----------------|-------|
| 16. Page titles          | Give important pages accurate, distinctive titles that match their content.              | Crawl / manual  | _____ |
| 17. Meta descriptions    | Describe the page accurately; avoid promises the page does not fulfil.                   | Crawl / manual  | _____ |
| 18. Headings             | Use a clear page heading and logical section hierarchy; headings describe their content. | Browser / HTML  | _____ |
| 19. Internal links       | Link to relevant next steps with descriptive anchor text.                                | Crawl / manual  | _____ |
| 20. Images               | Check size, dimensions and useful alt text; decorative images use empty alt text.        | Browser / HTML  | _____ |
| 21. Canonical tags       | Point canonical tags to the intended preferred URL; check for conflicting signals.       | HTML / GSC      | _____ |
| 22. URL structure        | Use understandable, stable URLs; avoid changing indexed URLs without a redirect plan.    | Crawl           | _____ |
| 23. Social previews      | Check title, description and image previews for important shareable pages.               | HTML / preview  | _____ |
| 24. Breadcrumbs          | Show accurate parent-child navigation and check its links.                               | Browser         | _____ |
| 25. Intent alignment     | Match the title and main answer to the task a searcher wants to complete.                | Search / manual | _____ |
| 26. Priority-page access | Give commercial and useful resource pages contextual links from relevant hubs.           | Crawl / manual  | _____ |
| 27. Broken links         | Repair broken internal destinations and review external links that no longer help.       | Crawl           | _____ |

Evidence notes: record check ID, affected URL, observation and source.

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# Content quality

13 checks | Record 0-3, N/A, or leave blank until checked.

| ID / check                  | Evidence to review                                                                      | Method               | Score |
|-----------------------------|-----------------------------------------------------------------------------------------|----------------------|-------|
| 28. Answer completeness     | Answer the main question early and cover the decisions needed to act.                   | Manual review        | _____ |
| 29. Search intent           | Check whether visitors need a tool, example, comparison, explanation or service.        | Search / manual      | _____ |
| 30. Competing pages         | Review query-page overlap before assuming two pages need consolidation.                 | GSC                  | _____ |
| 31. Freshness               | Verify time-sensitive claims and record the actual review date.                         | Primary sources      | _____ |
| 32. Evidence and authorship | Identify the responsible expert and link factual claims to supporting evidence.         | Manual review        | _____ |
| 33. Low-value pages         | Identify pages with little distinct value; review their purpose before removal.         | Crawl / analytics    | _____ |
| 34. Repeated content        | Give pages a distinct job; merge only with evidence and a redirect plan.                | Crawl / manual       | _____ |
| 35. Readability             | Use descriptive headings, direct answers and language the audience understands.         | Manual review        | _____ |
| 36. Topic coverage          | Cover necessary subtopics without adding unrelated material.                            | Manual review        | _____ |
| 37. Demand gaps             | Compare real queries and customer questions with existing page coverage.                | GSC / customer input | _____ |
| 38. Useful media            | Use relevant examples or visuals with accessible descriptions and factual captions.     | Browser              | _____ |
| 39. Next action             | Offer a relevant next step and ensure the promised download or form works.              | Browser              | _____ |
| 40. Engagement evidence     | Check consent and event definitions before interpreting engagement or conversion rates. | Analytics / browser  | _____ |

Evidence notes: record check ID, affected URL, observation and source.

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# Off-page signals

10 checks | Record 0-3, N/A, or leave blank until checked.

| ID / check                   | Evidence to review                                                                          | Method            | Score |
|------------------------------|---------------------------------------------------------------------------------------------|-------------------|-------|
| 41. Relevant referring sites | Review links from relevant, credible pages. Raw domain count is not a quality score.        | Backlink tool     | _____ |
| 42. Anchor context           | Review anchor text in context and investigate links that appear manipulated.                | Backlink tool     | _____ |
| 43. Suspicious links         | Investigate evidence of spam or manual actions; do not disavow on a tool score alone.       | GSC / manual      | _____ |
| 44. Link changes             | Investigate meaningful new or lost links; separate data-provider changes from real changes. | Backlink tool     | _____ |
| 45. Competitor sources       | Identify relevant publications and resources that could use your original work.             | Backlink / manual | _____ |
| 46. Brand mentions           | Check accuracy and context of business mentions and linked destinations.                    | Search / manual   | _____ |
| 47. Local information        | Where applicable, check business name, contact details and service-area accuracy.           | Business listings | _____ |
| 48. Reviews                  | Verify review provenance and respond to real service issues; do not invent testimonials.    | Review platforms  | _____ |
| 49. Official profiles        | Check official profile links and consistent business identity.                              | Manual review     | _____ |
| 50. Authority context        | Treat third-party authority scores as comparative diagnostics, not Google metrics.          | Backlink / GSC    | _____ |

Evidence notes: record check ID, affected URL, observation and source.

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# Action plan and references

Choose the next actions from observed evidence. Assign an owner and a verification step to each fix. Critical failures take priority over an average score.

| Check / URL | Finding and proposed fix | Owner / date | Verification |
|-------------|--------------------------|--------------|--------------|
| _____       | _____<br>_____           | _____        | _____        |
| _____       | _____<br>_____           | _____        | _____        |
| _____       | _____<br>_____           | _____        | _____        |
| _____       | _____<br>_____           | _____        | _____        |
| _____       | _____<br>_____           | _____        | _____        |

## Primary references

### Google Search: SEO fundamentals

<https://developers.google.com/search/docs/fundamentals/seo-starter-guide>

### Web Vitals: field metrics and thresholds

<https://web.dev/articles/vitals>

### Google Search: robots.txt

<https://developers.google.com/search/docs/crawling-indexing/robots/intro>

### Google Search: canonical URLs

<https://developers.google.com/search/docs/crawling-indexing/consolidate-duplicate-urls>

Glossary: GSC = Google Search Console. PSI = PageSpeed Insights. p75 = 75th percentile. A crawl is an inventory of fetched URLs and their responses.