

WEBSITE AUDIT

FOR INFORMATIONAL SITE



Date: _____

Client: _____

Contact: _____

DESKTOP SCORE	XX%
MOBILE SCORE	XX%

Guide: ✓ Good ◆ Meets Requirement ⊠ Need Attention ● N/A

BASIC INFORMATION

	Desktop	Mobile
Site purpose immediately clear	<input type="checkbox"/>	<input type="checkbox"/>
Main navigation works and intuitive	<input type="checkbox"/>	<input type="checkbox"/>
Call to action (CTA) on every page	<input type="checkbox"/>	<input type="checkbox"/>
Users can quickly find key information	<input type="checkbox"/>	<input type="checkbox"/>
Each page has proper meta data	<input type="checkbox"/>	<input type="checkbox"/>
Pages clearly titled and organized	<input type="checkbox"/>	<input type="checkbox"/>
Information and photos appear up-to-date	<input type="checkbox"/>	<input type="checkbox"/>
Inclusive and diverse	<input type="checkbox"/>	<input type="checkbox"/>
Correct spelling and grammar	<input type="checkbox"/>	<input type="checkbox"/>
Design elements & brand feel is consistent	<input type="checkbox"/>	<input type="checkbox"/>
Pages are linked to each other	<input type="checkbox"/>	<input type="checkbox"/>
Pop-ups/live chat display where intended	<input type="checkbox"/>	<input type="checkbox"/>
Copy is readable, friendly and clear	<input type="checkbox"/>	<input type="checkbox"/>
Footer links work, contain social icons	<input type="checkbox"/>	<input type="checkbox"/>

Doing Well:

Quick Improvements:

Long Term Recommendations:

SEO CONTENT

	Desktop	Mobile
Keyword in title (H1)	<input type="checkbox"/>	<input type="checkbox"/>
Meta title optimized	<input type="checkbox"/>	<input type="checkbox"/>
Meta description optimized	<input type="checkbox"/>	<input type="checkbox"/>
Organized with H2s, H3s, bullets	<input type="checkbox"/>	<input type="checkbox"/>
Keywords in H2s	<input type="checkbox"/>	<input type="checkbox"/>
Images and/or video break up text	<input type="checkbox"/>	<input type="checkbox"/>
Keyword in image file name and alt text	<input type="checkbox"/>	<input type="checkbox"/>
Images compressed/sized	<input type="checkbox"/>	<input type="checkbox"/>
Information accurate, quality & up-to-date	<input type="checkbox"/>	<input type="checkbox"/>
Has backlinks	<input type="checkbox"/>	<input type="checkbox"/>
No broken links	<input type="checkbox"/>	<input type="checkbox"/>
Linked to from other relevant pages	<input type="checkbox"/>	<input type="checkbox"/>

Doing Well:

Quick Improvements:

Long Term Recommendations:

Technical SEO	Desktop	Mobile
All (http/s/www) versions redirect to one	<input type="checkbox"/>	<input type="checkbox"/>
Contains SEO relevant sitemap	<input type="checkbox"/>	<input type="checkbox"/>
Mobile Friendly	<input type="checkbox"/>	<input type="checkbox"/>
Page speed	<input type="checkbox"/>	<input type="checkbox"/>

DESIGN/UX

Navigation	Desktop	Mobile
Navigation menu contains important pages	<input type="checkbox"/>	<input type="checkbox"/>
Has identical branding across all pages	<input type="checkbox"/>	<input type="checkbox"/>
Navigation page labels literal	<input type="checkbox"/>	<input type="checkbox"/>
Mobile menu at least 46px	<input type="checkbox"/>	<input type="checkbox"/>
Header logo links to homepage	<input type="checkbox"/>	<input type="checkbox"/>
Functionality	Desktop	Mobile
Critical actions free of barriers	<input type="checkbox"/>	<input type="checkbox"/>
Repetitive actions effortless	<input type="checkbox"/>	<input type="checkbox"/>
Forms clearly labeled	<input type="checkbox"/>	<input type="checkbox"/>
Form fields show errors before submission	<input type="checkbox"/>	<input type="checkbox"/>
Success message when form submitted	<input type="checkbox"/>	<input type="checkbox"/>
Copy and Text	Desktop	Mobile
Two type families or less	<input type="checkbox"/>	<input type="checkbox"/>
Fonts are legible in all forms	<input type="checkbox"/>	<input type="checkbox"/>
Font styles - consistent styles and sizes	<input type="checkbox"/>	<input type="checkbox"/>
Copy is readable, friendly, clear	<input type="checkbox"/>	<input type="checkbox"/>
Perception	Desktop	Mobile
Main action intended is immediately clear	<input type="checkbox"/>	<input type="checkbox"/>
Industry and product/service clear	<input type="checkbox"/>	<input type="checkbox"/>
Brand look/feel, colors, messaging consistent	<input type="checkbox"/>	<input type="checkbox"/>
Branding appeal to intended market	<input type="checkbox"/>	<input type="checkbox"/>

Doing Well:

Quick Improvements:

Long Term Recommendations:

ACCESSIBILITY

Text	Desktop	Mobile
HTML tags indicate headings, lists, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Body text at least 16px; large text 24px	<input type="checkbox"/>	<input type="checkbox"/>
Text contrast ratio at least 4:5:1	<input type="checkbox"/>	<input type="checkbox"/>
Bold/linked text contrast ration at least 3:1	<input type="checkbox"/>	<input type="checkbox"/>
Line spacing at least 1.5	<input type="checkbox"/>	<input type="checkbox"/>
Anchor text is clear	<input type="checkbox"/>	<input type="checkbox"/>
Text can be enlarged or made smaller	<input type="checkbox"/>	<input type="checkbox"/>
Images Video Audio	Desktop	Mobile
Images have detailed alt text	<input type="checkbox"/>	<input type="checkbox"/>
Audio/video have subtitles or transcripts	<input type="checkbox"/>	<input type="checkbox"/>
Can pause, mute, or exit auto-play content	<input type="checkbox"/>	<input type="checkbox"/>
Images of text tables have text version	<input type="checkbox"/>	<input type="checkbox"/>
Navigation	Desktop	Mobile
Navigate with only keyboard	<input type="checkbox"/>	<input type="checkbox"/>
Page titles descriptive and informational	<input type="checkbox"/>	<input type="checkbox"/>
Menu order same throughout site	<input type="checkbox"/>	<input type="checkbox"/>
No time limits imposed on users	<input type="checkbox"/>	<input type="checkbox"/>

Doing Well:

Quick Improvements:

Long Term Recommendations: