Basic Website Audit Checklist

There is a lot that goes into building a well-rounded website. Sometimes, it is hard to hit all the markers. Everyone strives for their site's clean design and copywriting to represent the brand and gear the back-end development toward successful organic search results.

Maintaining a website is a lot of work, and many people wear multiple hats in their industry. We want to make your life easier, so here's a checklist to help put you in the right direction!

ATRÓMITOS
CONSULTING DONE FEARLESSLY

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Google Analytics	Problems?		Quick Notes
Account Set Up	Y	N	
Property Created	Y	N	
Successfully Connected	Y	N	
Added Data Stream	Y	N	
Successfully Connected	Y	N	

Google Search Console	Problems?		Quick Notes
Account Set Up	Y	N	
Property Created	Y	N	
Selected "Website"	Y	N	
Entered URL of Site	Y	N	
Submitted Verification	Y	N	
Verification Successful	Y	N	
Sitemap Submitted	Y	N	
Sitemap Submission Successful	Y	N	

SEO Techniques	Problems?		Quick Notes
Keywords in (H1) and (H2) headers	Y	N	
Content is organized with lists, bullets, and in sections	Y	N	
Content contains desired keywords	Y	N	
Links operating correctly	Y	N	
Implemented meta titles (up to 50 characters)	Y	N	
Implemented meta descriptions (minimum 155 characters)	Y	N	
Viewable on desktop, tablet, and mobile	Y	N	
Appropriate pages are enabled for indexing	Y	N	
Duplicate content removed	Y	N	

In-Depth Notes

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Accessibility & Design	Problems?		Quick Notes

Text Sizes
    Body copy is minimum 16px
    Headers are not over 24px
	Y	N	

Images are linked appropriately and have keywords and alt text in the name	Y	N	
Clear and straight forward page titles	Y	N	
Navigation is direct and easy to follow	Y	N	

Forms are clear and self explanatory
    Success messages after a submissions
    Error messages after a failure
    Required fields are apparent to see
	Y	N	

Page layout is clear and organized
    Layout has a balance of white space
    Layout flows with images, lists, and bullets
	Y	N	

The content aligns with your service or industry	Y	N	

Brand consistency; has the following:
    Voice
    Mission
    Colors, fonts and imagery
	Y	N	

Messaging	Problems?		Quick Notes
Consistent with your brands voice	Y	N	
Pertains to what exactly you want your audience to know	Y	N	

Call to action lines:
    Attention grabbing and stand out
    Direct and to the point
    Limited 1 per landing page
	Y	N	

The content is:
    Clear of any hard sales-pitches
    Personable with that professional touch
    Proves you have a solution to their needs
	Y	N	

In-Depth Notes