

Website Audit - 20 Point Checklist

20 ways to improve user experience, website traffic, rankings & increase website conversions

Website Architecture	No	1/2	Yes
1. Fast website load speed			
2. Valid robots.txt and sitemap.xml in place			
3. Site navigation architecture is user friendly			
4. www. and non-www. redirection in place			

Search Engine Visibility	No	1/2	Yes
5. Site is indexed in Google, Yahoo & Bing			
6. Meta titles are being used for maximum search engine visibility			
7. Site appears on page 1 of Google for main key phrase			
8. Sufficient inbound links for a page 1 ranking			
9. Diverse inbound link anchor text			
10. Active social media presence			

Conversion Optimisation	No	1/2	Yes
11. Clear 'call to action' found above the fold			
12. Modern design in place			
13. General page layout is fluent, clear and user friendly			
14. Meta descriptions include call to actions to increase click through rate			
15. Website is iPhone & iPad compatible/optimised			

OnPage Optimisation	No	1/2	Yes
16. Content is on relevant pages, user focused, sufficient & unique			
17. Optimised keyword use across titles and page content			
18. Images have ALT and TITLE attributes applied			
19. Internal links are used appropriately			
20. Outbound link use is minimal and relevant			