WEBSITE AUDIT

CHECKLIST

THE WEBSITE AUDIT CHECKLIST

Find, prioritize, fix, and verify problems across your website. 60+ checks in 10 sections.

Crawl	Save a baseline	01
Fix	Root causes first	02
Compare	Verify every fix	03

Crawl. Fix. Compare. Improve.

SiteAuditLint

HOW TO USE THIS LIST

1. Crawl and save a baseline before changing anything.
2. Work top to bottom. Fix CRIT, then HIGH, then the rest.
3. Gray hints show how to check. Tags show which tool to use.
4. Recrawl after fixes and compare against the baseline.

READ THE FULL GUIDE

01 Scope and baseline

Full guide › ___ / 6

Without a baseline you cannot prove a fix worked.

- [ ] Audit goal and trigger defined (traffic drop, migration, redesign) — Brief — HIGH
  Write one sentence: what changed, and what decision this audit supports.
- [ ] Priority pages listed: home, category, product/service, conversion — Brief — HIGH
  Pull top landing and converting pages from GA4 for the last 3 to 6 months.
- [ ] URLs grouped by page template or directory — Crawler — MED
- [ ] 3 to 5 sample URLs chosen per template for manual review — Crawler — MED
- [ ] Full crawl run with correct subdomain and parameter settings — SiteAuditLint — HIGH
  Enable JavaScript rendering if menus or content load client side.
- [ ] Baseline crawl saved for future comparison — SiteAuditLint — CRIT
  Name it with the date and trigger, e.g. 2026-11-baseline-redesign.

02 Technical health

Full guide › ___ / 9

If search engines cannot crawl or index it, nothing else matters.

- [ ] Important pages return 200 — SiteAuditLint — CRIT
  Filter crawl by status code and cross-check against your priority page list.
- [ ] No 5xx server errors on any template — SiteAuditLint — CRIT
  Recrawl failing URLs once; persistent 5xx usually points to a template or server issue.
- [ ] No important pages blocked by robots.txt or noindex — SiteAuditLint — CRIT
  Filter by Indexability: Non-indexable, then check the reason column.
- [ ] Canonicals point to the intended URL (not redirects or homepage) — SiteAuditLint — HIGH
  Flag canonicals that are non-200, noindexed, or identical across many pages.
- [ ] XML sitemap lists only canonical, indexable, 200 URLs — SiteAuditLint — MED
- [ ] No redirect chains or loops on internal links — SiteAuditLint — MED
- [ ] Critical content and links exist in raw HTML — DevTools — HIGH
  Compare View Source with the Elements panel in DevTools on each template.
- [ ] hreflang reciprocal and valid (if used) — SiteAuditLint — MED
- [ ] Page indexing report reviewed — Search Console — HIGH
  Search Console > Indexing > Pages. Focus on reasons affecting priority URLs.

03 AI visibility

Full guide › ___ / 3

Answer engines can only cite what they can reach and read.

- [ ] AI crawler rules in robots.txt are intentional — robots.txt — HIGH
  Search robots.txt for GPTBot, ClaudeBot, PerplexityBot, Google-Extended, and wildcards.
- [ ] Firewall and CDN do not block legitimate crawlers — CDN logs — HIGH
  Check CDN or WAF logs for 403 responses to known crawler user agents.
- [ ] Key pages use clear headings and direct answers — Manual — MED

04 Architecture and links

Full guide › ___ / 6

Pages nobody links to are pages nobody finds.

- [ ] No orphan priority pages — SiteAuditLint — HIGH
  Compare crawl URLs with sitemap and GA4 URLs; missing ones have no internal links.
- [ ] Priority pages within 3 to 4 clicks of the homepage — SiteAuditLint — MED
- [ ] No broken internal links — SiteAuditLint — HIGH
  Filter internal links by 4xx destination and fix at the source page or template.
- [ ] Internal links point to final URLs, not redirects — SiteAuditLint — LOW
- [ ] Anchor text describes the destination — SiteAuditLint — LOW
- [ ] Faceted and filter URLs controlled — SiteAuditLint — MED

05 On-page SEO

Full guide › ___ / 5

Tell visitors and search engines exactly what each page is.

- [ ] Unique, descriptive page titles — SiteAuditLint — MED
- [ ] Useful, accurate meta descriptions — SiteAuditLint — LOW
- [ ] One clear H1 and logical heading hierarchy — SiteAuditLint — MED
- [ ] Alt text on meaningful images, empty on decorative — SiteAuditLint — LOW
- [ ] Structured data valid and matches visible content — Rich Results — MED

06 Content

Full guide › ___ / 5

Every page needs a purpose, or a plan to remove it.

- [ ] Thin and duplicate pages reviewed — SiteAuditLint — MED
- [ ] Keyword cannibalization resolved — Search Console — MED
- [ ] Outdated facts, prices, and screenshots updated — Manual — MED
- [ ] High-impression, low-CTR pages flagged — Search Console — MED
- [ ] Each page: keep, update, consolidate, redirect, remove — Manual — LOW

07 Backlinks

Full guide › ___ / 3

Broken backlinks are authority you already earned and lost.

- [ ] Broken backlinks redirected to relevant live pages — Ahrefs/Semrush — HIGH
  Export backlinks pointing to 404 URLs and 301 each to the closest match.
- [ ] Lost links reviewed for outreach — Ahrefs/Semrush — LOW
- [ ] Anchor text profile checked for manipulation — Ahrefs/Semrush — LOW

08 Performance

Full guide › ___ / 6

Judge speed by field data from real visitors, not one lab test.

- [ ] LCP 2.5s or less (field data, 75th percentile) — PageSpeed — HIGH
  Use the field data section in PageSpeed Insights, not the lab score.
- [ ] INP 200ms or less — PageSpeed — HIGH
  Check the Core Web Vitals report in Search Console for failing URL groups.
- [ ] CLS 0.1 or less — PageSpeed — MED
- [ ] Large images and unused scripts reviewed — Lighthouse — MED
- [ ] Server response time (TTFB) checked — Lighthouse — MED
- [ ] Representative templates tested on mobile — Manual — HIGH
  Test one URL per template on a real phone over mobile data.

AUDIT RECORD

WEBSITE _____

AUDIT TRIGGER _____

BASELINE CRAWL DATE _____

COMPARISON CRAWL DATE _____

RESOLVED / PERSISTING / NEW _____

OWNER _____

09 UX, accessibility, security, privacy

Full guide › ___/7

A crawler cannot click your checkout. You have to.

- [ ] Main conversion path tested end to end — Manual — CRIT
  Complete a real inquiry or purchase from landing page to confirmation.
- [ ] Forms submit correctly with clear errors — Manual — CRIT
  Submit empty and invalid inputs; confirm errors are readable and announced.
- [ ] Keyboard navigation and visible focus work — Manual — HIGH
  Tab through the page without a mouse; every control must be reachable.
- [ ] Color contrast meets WCAG 2.2 — WAVE/axe — MED
- [ ] HTTPS enforced, no mixed content, valid certificate — SiteAuditLint — CRIT
  Request the http:// version and confirm a single 301 to https://.
- [ ] CMS, themes, plugins updated; backups tested — Admin — HIGH
  Restore a backup to staging at least once to prove it works.
- [ ] Cookie consent and privacy policy in place — Manual — HIGH
  Reject all cookies, then confirm analytics and ad tags do not fire.

10 Analytics and verification

Full guide › ___/6

A closed ticket is not proof. A passing recrawl is.

- [ ] GA4 on every template; no duplicate tags — Tag Assistant — HIGH
  Use Tag Assistant on one URL per template and look for duplicate hits.
- [ ] Conversion and ecommerce events tested — GA4 DebugView — HIGH
  Trigger each event and confirm it appears in GA4 DebugView.
- [ ] Every issue scored with the severity formula — Report — MED
- [ ] Each fix has an owner and acceptance criteria — Report — HIGH
  Write the test that proves it's fixed, e.g. every /blog/ URL self-canonicalizes.
- [ ] Recrawl completed after deployment — SiteAuditLint — CRIT
  Use the same crawl settings as the baseline so results are comparable.
- [ ] New crawl compared to baseline: resolved, persisting, new — SiteAuditLint — CRIT
  Investigate every new issue first; these are regressions.

PRIORITIZE

FIX WHAT MATTERS FIRST

Critical	Template set to noindex	Fix now
High	Service pages return 5xx	This sprint
Medium	Blog template missing meta	Schedule
Low	Minor alt text gaps	Batch

Severity = Impact x Scope x Page value / Effort

Rate each factor 1 to 3. Fix root causes at the template level.

Run this audit with SiteAuditLint

Crawl, find issues, and compare crawls. Free for Windows.

siteauditlint.com/download

Download free ›

SiteAuditLint