

The Complete Web Design and SEO Audit Checklist

A comprehensive checklist for auditing UK business websites

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Technical SEO Foundations 0/10

Crawlability and Indexability

- Robots.txt file is configured correctly and not blocking important pages
- XML sitemap exists, is up-to-date, and submitted to Google Search Console
- Google Search Console shows no critical indexing errors
- No redirect chains or loops present on the site

Site Speed and Performance

- PageSpeed Insights scores above 90 for key pages (mobile and desktop)
- Time to First Byte (TTFB) is under 600ms
- Images are compressed and using modern formats (WebP)
- Browser caching is implemented correctly

HTTPS and Security

- Entire site uses HTTPS with valid SSL certificate
- No mixed content warnings (HTTP resources on HTTPS pages)

On-Page Elements 0/11

Content Quality

- All main pages have comprehensive content (800+ words)
- No duplicate content issues across the site
- Thin content pages have been expanded or removed
- Canonical tags implemented where appropriate

Meta Data

- Every page has a unique meta title (50-60 characters)
- Every page has a unique meta description (150-160 characters)
- Meta titles and descriptions include target keywords naturally

Heading Structure and URLs

- Each page has exactly one H1 with primary keyword
- Heading hierarchy (H1, H2, H3) is logical and well-structured
- URLs are clean, descriptive, and include keywords
- URLs use hyphens (not underscores) and are all lowercase

User Experience and Design 0/9

Mobile Responsiveness

- Site is fully responsive and tested on actual mobile devices
- Buttons and links are easily tappable on mobile (minimum 44x44px)
- Text is readable without zooming on mobile devices

Navigation and Structure

- Important pages accessible within 3 clicks from homepage
- No orphaned pages (all pages have internal links pointing to them)
- Breadcrumb navigation implemented where appropriate

Core Web Vitals

- Largest Contentful Paint (LCP) under 2.5 seconds
- First Input Delay (FID) under 100 milliseconds
- Cumulative Layout Shift (CLS) below 0.1

Content Strategy 0/6

Keyword Targeting

- Each page targets a specific, relevant keyword
- No keyword cannibalisation (multiple pages targeting same keyword)
- Keywords researched and prioritised based on UK search volume

Internal Linking

- Important pages have more internal links pointing to them
- Internal links use descriptive, keyword-rich anchor text
- No broken internal links present on the site

Advanced Technical 0/7

Schema Markup

- Appropriate schema markup implemented (LocalBusiness, Product, Article, etc.)
- Schema validated using Google's Rich Results Test
- FAQ or How-To schema implemented where relevant

Image and Accessibility

- All images have descriptive, keyword-rich alt text
- Image file names are descriptive (not default camera names)
- Site meets WCAG 2.1 AA accessibility standards
- Colour contrast ratios meet accessibility requirements

Off-Page Factors 0/5

- Backlink profile analysed using Ahrefs, Moz, or similar tool
- Toxic or spammy backlinks identified and disavowed
- Competitor backlink profiles analysed for opportunities
- Google Business Profile claimed and optimised (for local businesses)
- NAP (Name, Address, Phone) consistent across all citations

Priority Actions & Notes

List your top 3-5 priority fixes based on this audit...

Next Audit Date

Schedule your next audit (recommended: quarterly)...