

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)...