



## WITH YOUR NEEDS IN MIND

# Website Audit Checklist

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Use this checklist to evaluate a small business website, verify facts, and build a prioritized action plan.

## 1. Foundations

- Domain resolves with and without www, single canonical version is indexable.
- Valid SSL certificate, all HTTP requests redirect to HTTPS.
- robots.txt exists and references sitemap.xml.
- Favicon and webmanifest load, no 404s in Network panel.
- Core pages reachable, Home, About, Services, Contact, Privacy, Terms.

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## 2. Performance and UX

- Largest Contentful Paint under 2.5s on 4G baseline.
- Cumulative Layout Shift under 0.1, width and height set for media.
- Total page weight under 2 MB, images optimized and sized to containers.
- Critical CSS early, render blocking minimized.
- Tap targets and font sizes accessible on mobile.

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### 3. Accessibility

## ■ Semantic landmarks, header, nav, main, footer, aside.

- Headings follow a logical outline, one H1 per page.
- Alt text for meaningful images, decorative images ignored by AT.
- Visible focus, keyboard navigation works on all controls.
- Color contrast meets WCAG AA for text and UI.

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## 4. SEO Technical

- Unique titles under 60 chars, meta descriptions under 160.
- Canonical tags present and correct, no duplicates.
- Open Graph and Twitter cards defined on shareable pages.
- Structured data where relevant, Organization, LocalBusiness, Product, Article.
- XML sitemap submitted to Search Console.

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## 5. Content and CRO

- Clear value proposition above the fold, strong primary CTA.
- Contact methods prominent, phone, email, form, map if local.
- Evidence on page, testimonials, case snippets, trust badges.
- Internal links support discovery of key pages, accurate footer links.
- Forms validate and deliver, autoresponder or thank-you page set.

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## Editable Notes