Creative Web Designs
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FREE WEBSITE AUDIT CHECKLIST

A practical, step-by-step workbook for business owners

Review your website's speed, SEO, content, user experience, conversions, security, and analytics - then turn your findings into a clear improvement plan.

CREATIVE WEB DESIGNS, LLC
Website Design • SEO • Digital Marketing

Use this checklist every 3-6 months to spot problems before they cost you traffic, leads, or customer trust.

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How to Use This Website Audit Checklist

Work through each section and check every item your website currently passes. Use the Priority column to mark issues as High, Medium, or Low, then add notes for your team or web professional.

1. Review	2. Score	3. Prioritize
Open your website on desktop and mobile. Check several service pages, forms, and navigation paths.	Give yourself one point for every completed item. Do not award partial points.	Fix security, broken functionality, mobile issues, and lead-generation problems first.

Website Health Score: This workbook contains 70 audit items. Add your checked items at the end to calculate your score.

Score	Website Health	What It Means
60-70	**Strong**	Your foundation is healthy. Focus on refinement, testing, and growth.
45-59	**Needs Improvement**	Several gaps may be limiting visibility, usability, or conversions.
30-44	**At Risk**	Important weaknesses should be prioritized before investing heavily in traffic.
0-29	**Critical**	Your website may be losing trust, rankings, leads, or security. Professional help is recommended.

Before you begin: Write down your three most important website goals. Examples include generating quote requests, increasing phone calls, selling products, booking appointments, or improving local search visibility.

1. _____

2. _____

3. _____

1. Technical Performance

A technically healthy website loads quickly, works on every device, and makes it easy for search engines and visitors to access your content.

Check	Audit Item	Priority H / M / L	Notes
☐	Homepage and key service pages load in about 3 seconds or less.		
☐	Images are compressed and properly sized for the space where they appear.		
☐	Browser caching and page caching are enabled.		
☐	The website uses a modern, supported version of its CMS, theme, and plugins.		
☐	The site is fully responsive on phones, tablets, laptops, and large screens.		
☐	Buttons, menus, forms, and popups work correctly on mobile devices.		
☐	There are no obvious 404 errors or broken internal links.		
☐	Important pages are not accidentally blocked from search engines.		
☐	The XML sitemap is current and submitted to Google Search Console.		
☐	The website has a reliable backup and recovery process.		

Section score: _____ / 10

2. Search Engine Optimization

Strong SEO helps search engines understand your services, location, expertise, and the questions your website answers.

Check	Audit Item	Priority H / M / L	Notes
☐	Every important page has a unique, keyword-focused title tag.		
☐	Every important page has a useful and compelling meta description.		
☐	Each page uses one clear H1 heading that matches the main topic.		
☐	H2 and H3 headings follow a logical hierarchy.		
☐	Page URLs are short, descriptive, and easy to understand.		
☐	Primary and related keywords are used naturally without stuffing.		
☐	Important service pages link to related pages and helpful blog content.		
☐	Images include descriptive alternative text when appropriate.		
☐	Local business name, address, and phone information are consistent.		
☐	Google Search Console is connected and checked for indexing issues.		

Section score: _____ / 10

3. Content Quality & AI Search Readiness

Helpful, original content improves traditional search performance and makes your business easier to understand in AI-generated answers.

Check	Audit Item	Priority H / M / L	Notes
☐	Homepage messaging clearly explains who you help, what you do, and where you serve.		
☐	Each core service has its own detailed landing page.		
☐	Content answers common customer questions in clear, direct language.		
☐	Important pages include specific proof such as experience, process, reviews, or results.		
☐	Outdated services, pricing, team details, or claims have been updated.		
☐	There is no copied, duplicated, or thin placeholder content.		
☐	Content uses clear entities such as services, industries, locations, and credentials.		
☐	FAQ sections provide complete, useful answers rather than one-line responses.		
☐	Author or company expertise is visible where trust matters.		
☐	Blog content supports core services and links back to relevant service pages.		

Section score: _____ / 10

4. User Experience & Accessibility

Visitors should be able to understand your website quickly, move through it easily, and use it regardless of device or ability.

Check	Audit Item	Priority H / M / L	Notes
☐	The main navigation is simple and uses familiar labels.		
☐	Contact information is easy to find from every page.		
☐	Text is readable with sufficient font size and contrast.		
☐	Paragraphs are short and pages use headings, bullets, and white space.		
☐	Buttons look clickable and use clear action-oriented wording.		
☐	Forms have visible labels and helpful error messages.		
☐	Keyboard users can access menus, forms, and key actions.		
☐	Images that convey information have meaningful alternative text.		
☐	Popups do not block important content or create a poor mobile experience.		
☐	Visitors can quickly identify the next step on every important page.		

Section score: _____ / 10

5. Conversion & Lead Generation

Traffic only helps your business when visitors know what to do next and feel confident taking action.

Check	Audit Item	Priority H / M / L	Notes
☐	Each core page includes a primary call to action.		
☐	Calls to action are visible near the top and again after key content.		
☐	Button text is specific, such as “Request a Quote” or “Schedule a Consultation.”		
☐	Contact forms ask only for information that is truly needed.		
☐	Forms work on mobile and display a confirmation after submission.		
☐	Phone numbers are clickable on mobile devices.		
☐	Trust signals such as reviews, credentials, awards, or guarantees are visible.		
☐	Service pages address objections, expectations, and next steps.		
☐	Lead sources and form submissions are tracked.		
☐	Thank-you pages guide leads toward another useful action.		

Section score: _____ / 10

6. Security, Privacy & Trust

Security and transparency protect your visitors, support compliance, and strengthen confidence in your business.

Check	Audit Item	Priority H / M / L	Notes
☐	The website uses HTTPS on every page with no mixed-content warnings.		
☐	CMS, plugins, themes, and integrations are updated regularly.		
☐	Admin accounts use strong passwords and two-factor authentication.		
☐	Forms and login pages are protected against spam and abuse.		
☐	A current privacy policy is easy to find.		
☐	Terms, refund policies, disclaimers, or accessibility information are included when needed.		
☐	Cookie consent is handled appropriately for the website's tracking tools and audience.		
☐	Backups are stored securely and tested periodically.		
☐	Website users have only the permissions they need.		
☐	Contact details and business information appear legitimate and current.		

Section score: _____ / 10

7. Analytics & Ongoing Improvement

Accurate data helps you understand what is working, what visitors need, and where your website is losing opportunities.

Check	Audit Item	Priority H / M / L	Notes
☐	Google Analytics or another analytics platform is installed correctly.		
☐	Google Search Console is connected and collecting data.		
☐	Form submissions, calls, purchases, or booking actions are tracked as conversions.		
☐	Analytics excludes obvious internal or spam traffic where practical.		
☐	Top landing pages and traffic sources are reviewed regularly.		
☐	Search queries and indexing reports are checked for new opportunities.		
☐	Broken links, uptime, and security alerts are monitored.		
☐	Website updates are documented or tested before launch.		
☐	Content is reviewed at least every 3 to 6 months.		
☐	The website has a clear maintenance and improvement plan.		

Section score: _____ / 10

Website Audit Scorecard & Action Plan

Transfer your section scores below. Then identify the actions that will make the biggest difference to visibility, trust, usability, and lead generation.

Audit Section	Score	Top Issue Found
1. Technical Performance	_____ / 10	
2. Search Engine Optimization	_____ / 10	
3. Content Quality & AI Search Readiness	_____ / 10	
4. User Experience & Accessibility	_____ / 10	
5. Conversion & Lead Generation	_____ / 10	
6. Security, Privacy & Trust	_____ / 10	
7. Analytics & Ongoing Improvement	_____ / 10	
TOTAL WEBSITE HEALTH SCORE	**____ / 70**	

My Top 5 Website Priorities

Priority	Action Needed	Owner	Target Date
1			
2			
3			
4			
5			

Need a professional second opinion?

Creative Web Designs, LLC can review your website's design, SEO, content, speed, mobile experience, and lead-generation opportunities - then provide clear recommendations for improvement.

Visit creativewebs2u.com or call (210) 890-8932.

This checklist is intended as a general educational resource and does not replace a full technical, accessibility, legal, security, or SEO audit.