Free Website Audit Checklist

Totally not designed to make you realize you need our help.

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1. SEO Basics

- Is your title tag under 60 characters and keyword-optimized?

- Does every page have a unique meta description?

- Are you using proper H1–H3 tags?

- Can Google crawl your site without sobbing?

2. Page Speed

- Mobile performance score above 85?

- No uncompressed images from 2007?

- Are you still using sliders? (Stop it.)

- Have you murdered unnecessary JavaScript yet?

3. Content Health

- Does your content target real keywords, not just your hopes and dreams?

- Any duplicate content flagged? (Looking at you, copy-pasters.)

- Do blog posts actually solve problems or just exist for vibes?

- Are CTAs helping users… or begging them?

4. Backlink Profile

- Do you have backlinks that weren't purchased for $12 on Fiverr?

- Any toxic links screaming "penalty bait"?

- Have you disavowed bad links this century?

5. UX & Accessibility

- Is your navigation intuitive, or a Choose Your Own Adventure tragedy?

- Is your site usable on mobile without a magnifying glass?

- Are buttons big enough for thumbs, not elves?

6. Analytics & Tracking

- Is Google Analytics working, or is it tracking tumbleweeds?

- Do you have event tracking on CTAs and forms?

- Is your goal conversion rate higher than your bounce rate? (Please.)

Final Note: If this list made you cry or feel slightly attacked… good. That's step one. Step two? Let us help. We'll pretend we're just being helpful again.

https://www.websearchoptimisation.com/