Website Audit Checklist for Small Business Owners

Technical Performance

- [ ] Is your website using HTTPS (SSL)?
- [ ] Does it load in under 3 seconds?
- [ ] Is your site mobile responsive?
- [ ] Are all software updates (WordPress, plugins, themes) current?
- [ ] Are broken links fixed or removed?

PageSpeed Insights: https://pagespeed.web.dev/

GTmetrix: https://gtmetrix.com/

SSL Checker: https://www.sslshopper.com/ssl-checker.html

SEO Essentials

- [ ] Do all pages have unique title tags and meta descriptions?
- [ ] Are headers (H1, H2, etc.) used properly?
- [ ] Do all images have descriptive alt text?
- [ ] Is your sitemap submitted to Google Search Console?
- [ ] Is your site free from duplicate content?

Google Search Console: https://search.google.com/search-console

Screaming Frog SEO Spider (free): https://www.screamingfrog.co.uk/seo-spider/

User Experience (UX)

- [ ] Can users find what they're looking for within 2 clicks?
- [ ] Is the navigation clean and intuitive?
- [ ] Is your contact information easy to find?
- [ ] Do all forms work and send notifications?
- [ ] Is your content scannable with clear headings and CTAs?

Hotjar: https://www.hotjar.com/

Five Second Test: https://fivesecondtest.com/

Wheaton Website Services

we build websites that run flawlessly for businesses that want to convert visitors into clients

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Need help with any of these issues?

Contact us today to schedule a free consultation.

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Conversion & Engagement

- [ ] Are you collecting leads via forms, popups, or landing pages?
- [ ] Is your value proposition clear within the first 5 seconds?
- [ ] Are testimonials, case studies, or trust badges visible?
- [ ] Is your checkout or contact process frictionless?

Google Analytics: https://analytics.google.com/

Clarity by Microsoft: https://clarity.microsoft.com/

Security & Backups

- [ ] Do you have automatic daily backups set up?
- [ ] Is your website monitored for malware or hacks?
- [ ] Do you limit login attempts or use two-factor authentication?
- [ ] Is outdated or unused content regularly removed?

Sucuri SiteCheck: https://sitecheck.sucuri.net/

Wordfence (WordPress): https://www.wordfence.com/

Accessibility & Legal

- [ ] Is your site navigable with a keyboard only?
- [ ] Do all images and buttons have descriptive labels?
- [ ] Is there sufficient color contrast for readability?
- [ ] Do you have a privacy policy and cookie notice?

WAVE Accessibility Tool: https://wave.webaim.org/

Color Contrast Checker: https://webaim.org/resources/contrastchecker/

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