

WEBSITE AUDIT CHECKLIST

Use this checklist to audit your website. These 10 things are the minimum you need to have to launch. Keep tweaking your site until you can check everything off as complete!

- Proper headings**
One h1 per page; h1-h6 heading structure
- Metadata**
Meta descriptions & titles on each page and document
- URL structure**
URLs are consistently lower case, words separated by hyphens
- Image alt text**
Alt text added to all images for search and accessibility
- Optimized images**
Images should be under 1MB and 72dpi for faster load times
- Mobile first**
Looks good on mobile devices
- Concise content**
Short, clear, error free content optimized with keywords in context
- Browser check**
The site looks good in major browsers
- Analytics**
Google analytics is loaded and is working correctly
- It works**
All links and functionality have been tested and checked

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