

# Audit Checklist

Auditing your website is hard I know! Here's a website audit checklist to keep you on track.



## Step 1: Search Engine Optimization (SEO)

- ☐ Focus Keyword
- ☐ SEO Title
- ☐ Meta Description
- ☐ Keywords in Content
- ☐ Image ALT
- ☐ Internal & Back Links
- ☐ Local SEO
- ☐ URL Check

## Step 2: User Experience

- ☐ Clear Call-to-Action Buttons
- ☐ Website Responsiveness
- ☐ Broken Links
- ☐ Easy to Read
- ☐ Customer Interaction

### Step 3: Social Media

- ☐ Calendar
- ☐ Hashtag Research & Analysis
- ☐ Unique Photos
- ☐ Promotions & Offers

### Step4: Content

- ☐ Research
- ☐ Calendar
- ☐ Ask for Feedback

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