

Comprehensive Site Audit Checklist

1. Technical SEO Audit

- Check crawlability using Screaming Frog or Sitebulb.
- Ensure important URLs aren't blocked or noindexed.
- Review indexation in Google Search Console.
- Submit clean XML sitemaps; verify robots.txt permissions.
- Confirm HTTPS security and no mixed-content warnings.

2. Site Speed and Core Web Vitals

- Analyse LCP, CLS, and FID in PageSpeed Insights.
- Compress images with TinyPNG or ShortPixel.
- Enable caching and lazy loading.
- Consider upgrading hosting or using a CDN.

3. Mobile Usability Audit

- Run Google's Mobile-Friendly Test.
- Check responsiveness across devices.
- Avoid intrusive pop-ups or overlapping elements.

4. On-Page SEO Audit

- Optimise title tags (under 60 chars) and meta descriptions (under 160 chars).
- Use one H1 per page and logical subheadings.
- Include natural keyword placement and internal links.

5. Content Quality and Relevance

- Update outdated information and visuals.
- Add depth with stats, visuals, or FAQs.
- Check for duplicate content using Copyscape or Siteliner.

6. Backlink and Off-Page Audit

- Use Ahrefs/SEMrush to detect toxic or lost links.
- Maintain natural anchor text distribution.
- Explore link-building through PR or collaborations.

7. User Experience & Conversion Audit

- Monitor bounce rate, dwell time, and engagement in GA4.
- Simplify navigation and improve clarity.
- Optimise CTAs for conversions.
- Ensure accessibility: alt text, colour contrast, keyboard nav.

8. Analytics & Tracking Setup

- Verify GA4 and Search Console setup.
- Ensure event and conversion tracking via Tag Manager.
- Review heatmaps using Hotjar or Microsoft Clarity.

Key Takeaways

- **Start with crawlability and indexing before anything else.**
- **Speed and mobile optimisation directly impact UX and rankings.**
- **Optimise metadata and update thin or outdated content.**
- **Monitor backlinks and protect domain authority.**
- **Use analytics to guide ongoing improvements.**