



WEBSITE AUDIT CHECKLIST FOR 2026

Use this checklist to evaluate whether your website is built for clarity, trust, usability, and modern discovery.



WEBSITE AUDIT CHECKLIST

Ensure your website is built for clarity, trust, usability, and modern discovery.

TECHNICAL AND PERFORMANCE READINESS

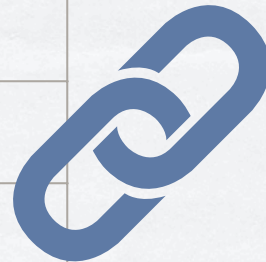
Pages load quickly on mobile and desktop

Core Web Vitals meet current benchmarks

Search engines can crawl and index priority pages

Broken links, redirect chains, and outdated plugins are resolved

Media files are optimized and do not block rendering



DESIGN, UX, AND EMOTIONAL EXPERIENCE

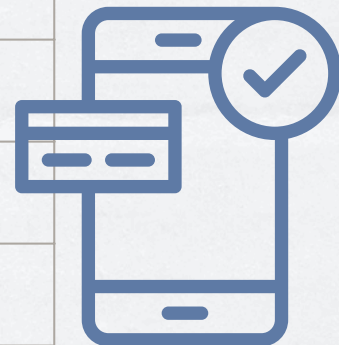
Visitors can quickly understand what the organization does

Navigation reflects real user intent

Calls to action are clear and easy to find

Layouts are scannable and reduce cognitive load

Mobile usability is prioritized



WEBSITE AUDIT CHECKLIST

CONTINUED

VISUAL DESIGN AND BRAND CONSISTENCY

- Color, typography, and spacing are consistent sitewide
- Design patterns repeat predictably across pages
- Imagery aligns with brand tone and audience expectations
- Legacy design elements do not dilute credibility
- Visual hierarchy guides attention intentionally



ACCESSIBILITY AND INCLUSIVITY

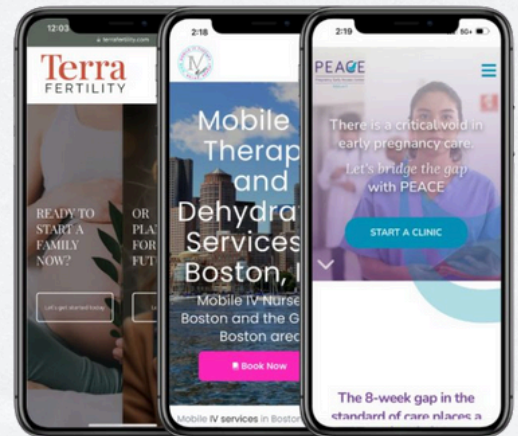
- Text contrast and font sizes support readability
- Keyboard navigation works across the site
- Images include descriptive alt text
- Forms are usable and accessible
- WCAG guidelines are followed

CONTENT AND ANSWER READINESS

- Pages communicate value early
- Headings reflect real user questions
- Content is easy to scan and summarize
- FAQs are written in natural language
- Information can be extracted accurately by AI tools

AUTHORITY, TRUST, AND PROOF

- Business information is clear and consistent
- About pages establish credibility and experience
- Testimonials, case studies, or outcomes are visible
- Visual presentation reinforces legitimacy
- Secure forms and privacy practices are in place



[Best practices for healthcare website accessibility](#)

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CONTINUED

MACHINE READABILITY AND STRUCTURED CLARITY

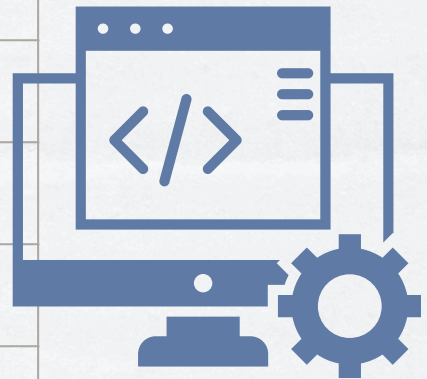
Headings follow a logical hierarchy

Metadata is accurate and intentional

Structured data is implemented where appropriate

Page templates are consistent

Content relationships are clear



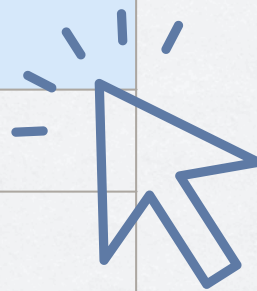
MEASURING SUCCESS BEYOND CLICKS

Impressions and visibility are monitored

Featured results and AI summaries are tracked

Engagement quality is evaluated, not just traffic

Brand representation is accurate across platforms



HOW TO USE THIS CHECKLIST:

Use it annually for a full audit

Use selected sections for quarterly reviews

Pair it with qualitative review and user testing

Treat it as a strategic guide, not a pass or fail scorecard

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