

Website Audit

Prepared By:
Boon Digital Solutions

Prepared For:

Website:

Website	3
Sitewide UX / Structure	3
Global Design System	4
Technical Performance (Site-Wide)	4
Technical SEO (Global)	5
Analytics & Tracking (Global)	6
Platform / CMS Health	6
Global Accessibility	7
Screenshots	8
Pages	9
Home	9
Summary	9
Key Findings	9
Priority Recommendations	9
Page-Level UX & Design	9
Content	10
Performance	10
SEO	11
Analytics	12
Accessibility	13
Forms	13
Screenshots	14

WEBSITE

Sitewide UX / Structure

Description	Value	Notes
Clear industry and offering		
Design elements & brand feel are consistent across the site		
Intuitive site-wide navigation		
Pages clearly titled and logically organized		
Global header is consistent across all pages		
Mobile menu is legible		
Header logo links to homepage		
Internal linking structure supports discoverability		
Global templates follow predictable layout patterns		
Effortless repetitive actions		
Clear conversion paths		
Footer is responsive		
Footer contains privacy policy and if applicable terms and conditions		

Footer contains all important pages		
All footer links work		
Copyright is present in footer		
Footer contains related social media links		
Red routes (critical actions) are free of barriers		

Global Design System

Description	Value	Notes
Typography system consistent site-wide		
Three font families or fewer		
Global spacing system		
Global color system applied consistently		
Global component styles consistent (buttons, forms, cards)		
Brand imagery cohesive and on-theme		

Technical Performance (Site-Wide)

Description	Value	Notes
CDN enabled and functioning		

Caching enabled (server + browser)		
Compression enabled (GZIP/Brotli)		
No system-wide render-blocking scripts		
Third-party scripts kept minimal & optimized		

Technical SEO (Global)

Description	Value	Notes
Correct canonical rules		
All HTTP/HTTPS/www versions redirect to one		
robots.txt properly configured		
Valid XML sitemap		
Sitemap submitted to Google Search Console		
No widespread duplicate content issues		
Organization-level schema valid		
Breadcrumb schema present (if applicable)		
AI/LLM metadata file present		
404 page		

Analytics & Tracking (Global)

Description	Value	Notes
GA4 installed correctly		
Enhanced Measurement enabled		
Global conversions set up		
Cookie banner / consent mode enabled		

Platform / CMS Health

Description	Value	Notes
CMS version up to date		
Theme/framework updated		
No insecure plugins		
No plugin conflicts detected		
Hosting performance acceptable		
PHP version current		
SSL valid & configured		
DNS configured correctly		
Manifest + favicon present		
No database bloat or revision issues		

Global Accessibility

Description	Value	Notes
Semantic HTML used in global templates		
Body text meets contrast standards		
Links/buttons meet contrast ratio standards		
Keyboard navigation works site-wide		
Skip-to-content link present		
Auto-play media can be paused/muted		

Screenshots

PAGES

Home

Summary

URL:

Purpose of page:

Target user:

Top conversion/action expected:

Key Findings

-

Priority Recommendations

-

Page-Level UX & Design

Description	Value	Notes
Navigation page label is literal		
Clear conversion paths		
Red routes (critical actions) are free of barriers		
Responsive design		
Page formatted correctly in Chrome, Firefox, Safari, and DuckDuckGo		
Page isn't cluttered		
Main CTA visible & clear		
Secondary actions easy to find		

Business info/photos accurate and up to date		
Users can quickly find key information		
Above-the-fold clarity		
Page layout consistent with site template		
Images support content (not filler)		
Visual hierarchy leads user to next step		

Content

Description	Value	Notes
Value proposition clarity on this page		
Tone is consistent with brand		
Copy is readable, clear, and concise		
Keywords align with offering		
Depth & completeness of content		
No gaps in FAQs or service explanation		
No thin or duplicate copy		

Performance

Description	Value	Notes
Mobile PageSpeed score		

Desktop PageSpeed score		
First text or image — mobile		
First text or image — desktop		
Largest text or image is painted (LCP) — mobile		
Largest text or image is painted (LCP) — desktop		
Cumulative Layout Shift (CLS) — mobile		
Cumulative Layout Shift (CLS) — desktop		
Total Blocking Time — mobile		
Total Blocking Time — desktop		
How quickly contents are visible — mobile		
How quickly contents are visible — desktop		
Total request count		
Lazy loading implemented		
Image optimization (WebP used)		
Images properly sized		

SEO

Description	Value	Notes
-------------	-------	-------

H1 is present and contains keywords		
Correct heading hierarchy		
Meta title and description present, proper length, and contains keywords		
OG tags correct		
Canonical correct		
Schema for this page type (Article/Product/FAQ/Service)		
Internal links present		
No broken links		
Images have keyword relevant titles		
Images have keyword relevant alt text		
Correct URL structure		

Analytics

Description	Value	Notes
Page registers GA4 pageview		
Click events functioning		
Scroll tracking fires		
Form conversion tracking working		

UTMs applied correctly when relevant		
--------------------------------------	--	--

Accessibility

Description	Value	Notes
Sufficient color contrast		
Semantic structure correct		
Buttons/links descriptive & accessible		
Alt text includes meaning, not keywords		
Keyboard navigation works		

Forms

Description	Value	Notes
Clearly labeled		
Errors show before submission		
Success message after submission		
Minimum fields		
Information syncs to CRM		
Fonts are legible		
Form funnel analysis		
Form fields have labels (SEO)		

Screenshots