



9 Steps to Conduct a Website Audit

When you're ready to conduct a site audit, be sure to carve out some uninterrupted time to focus on each step. If you're short on time or need extra support, you can also lean on external resources like site audit tools or agencies to jump straight to seeing the audit results and implementing recommended changes.

Follow this website audit checklist to guide your analysis:



Start With the Google Analytics Basics

There's a lot of impactful website performance data wrapped up in your Google Analytics account, which makes it a good place to start your audit.

Explore the reports to get a general idea of your organic search traffic, including any patterns or trends over time that you notice. For example, has your organic search traffic increased in the past year? Are there significant dips or rises at certain times throughout the year? How does your organic search compare to other forms of website traffic?

The site content reports will also show your top-performing pages, which can help you identify the topics that are most likely to engage your audience. Additionally, you can pinpoint landing pages that could use some optimization help to reach their full potential.

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Double Check That Google is Only Indexing One Version of Your Website

Remember that you want search engine crawlers to find your website — but only one version of it! Unfortunately, many website owners make the common mistake of having multiple versions of their site indexed by Google.

This is because there are multiple URLs that can exist:

- <http://website.com>
- <https://website.com>
- <http://www.website.com>
- <https://www.website.com>

You can test this by typing all four versions of your domain into your search bar. If your website is set up correctly, all four should redirect to the same version.

If they don't redirect to the same version, you have your first correction to make! Go into your website settings to set up 301 redirects for all versions to automatically become the same URL.

While consistency is key here, so is your use of <https://> in your domain. [Https://](https://) requires a Secure Sockets Layer (SSL) certificate to be installed, which makes it a signal of security and trust — and a big ranking factor from Google's perspective.

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Remove or Fix Content That's Dragging Your Website Down

While you're on the topic of indexing, consider removing low-quality content from your website so that Google is only reading and ranking your pages that provide the highest value.

To find out how many indexed URLs you have, search "site: yourdomain.com" in Google. Above the search results, you'll see a total number of results.

The screenshot shows a Google search interface. The search bar contains the text "site: https://www.brafton.com". Below the search bar, the Google logo is visible on the left, and navigation tabs for "All", "News", "Images", "Shopping", "Videos", and "More" are present. The search results show "About 60,600 results (0.39 seconds)". The first result is for "Brafton | Content Marketing Agency" with a description: "An in-house content marketing agency that develops and manages targeted content strategies from blogs, graphics and video to SEO, social and more. Brafton ...". The second result is for "Careers | Brafton" with a description: "Browse through our job opportunities and apply today. Brafton embraces diversity and we thrive on it for the benefit of our employees, our products and our ...".

Does that total number surprise you? Is it more or less than you expected?

If it's a bigger number than you were anticipating, it means there may be duplicate or low-value content pages that you can remove so they don't hurt your overall search ranking. This can include archived or old content, pages with less than 100 words, category or tag pages and broken links.

You'll definitely want to fix broken links — meaning any internal link that leads users to a 404 error page — because they are one of the top indicators of poor user experience. Thankfully, it's an easy fix: Simply correct the URL or remove the link entirely.

On the flip side, if the total number of results feels too low, there may be an issue with how your website is being crawled or indexed.

When looking for potential indexing issues, tools like [Google Search Console](#) can help you identify the most pressing fixes.

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Assess and Improve Your Website Speed

Slow loading times are a major turn-off for users and Google alike, so you'll want to check in on your website speed as part of your audit.

Use the [Google PageSpeed Insights tool](#) to test your page speed and follow its recommendations to optimize loading times and reduce high bounce rates to improve your ranking.

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Review Your Site Structure and Navigation

Simple website architecture with clear hierarchies makes it easy for users to navigate, and search engine crawlers will also be more likely to index your website accurately. Take a look at how your website is organized through the eyes of your potential users.

As you review, ask yourself questions like these:

- Are your most important pages easily accessible from the main navigation?
- Is your website design clean, simple and intuitive?
- Does your website meet usability guidelines?
- Are your conversion paths easy for users to follow?

Your answers should help you identify which pages to optimize for maximum usability and accessibility.

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Make Sure Your Website is Mobile-Friendly

By now, most websites are design-responsive to ensure they provide seamless user experiences on both desktop and mobile devices — but it never hurts to check in on your website’s mobile-friendliness.

Thankfully, Google has a tool for this, too! Run your website through the **Mobile-Friendly Test** to find out if your website is optimized for mobile devices and what issues you should fix.

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Review Your Website Content

Is your website content meeting your goals? Identify the content you want to assess — from landing pages to blog posts to product descriptions and anything in between — and then categorize them by content type or other parameters to keep your audit organized.

From there, collect performance metrics for each piece of content so you can analyze and compare how well your content is doing. As you review the data, you’ll be able to identify next steps to improve pages, repurpose content and enhance your strategy.

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Improve On-Page SEO

Optimizing your website is a delicate balance of meeting search engine needs and expectations while also prioritizing user experiences. In other words, your website content should not only be optimized for Google, but it should also provide value to users by answering their questions and addressing their pain points.

From a **technical audit perspective**, improving SEO will include reviewing backend elements like your meta descriptions, image alt text, page titles, keyword usage, backlinks and so on.

From a content audit perspective, you'll want to make your landing pages and blog posts answer your target audience's search queries with high-quality and engaging content. This is where an effective keyword strategy and top-notch writing skills shine.

Depending on your content marketing goals, you may also use this as an opportunity to implement **local SEO** and other strategies to improve your rankings.

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Analyze Competitor Sites

Take a look at the competition to get an idea of how your website stacks up against the other places your potential customers could end up browsing. From design to keyword rankings, researching competitor performance will help you identify areas of improvement and content gaps that you can start filling.

For example, a keyword research tool will give you insight into what your competitors are ranking for that may be missing from your own report. Take note of those keywords and related terms to inspire new content for your website.

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