

IT & Web Audit Checklist

32 points to check your website yourself in 15 minutes

This checklist is aimed at managing directors and marketing leads. Tick off whatever is already in place – every open item costs you visibility, trust or revenue. More than six open items? Then a professional audit is worthwhile.

Performance & Loading Speed

- ☐ 1 Largest Contentful Paint (LCP) under 2.5 seconds
- ☐ 2 Images served in WebP/AVIF format and correctly scaled
- ☐ 3 Browser caching and GZIP/Brotli compression active
- ☐ 4 No render-blocking scripts above the fold
- ☐ 5 Server response time (TTFB) under 600 milliseconds
- ☐ 6 Core Web Vitals consistently rated “Good” in the Google report

SEO & Visibility

- ☐ 7 Unique title tag per page (50–60 characters)
- ☐ 8 Unique meta descriptions (140–160 characters)
- ☐ 9 Exactly one H1 per page, clean heading hierarchy
- ☐ 10 XML sitemap present and submitted in Search Console
- ☐ 11 robots.txt correct – no accidental blocking
- ☐ 12 Structured data (Schema.org) for local search / products
- ☐ 13 No duplicate content issues, canonical tags set

Security & GDPR

- ☐ 14 SSL active – all pages reliably reachable over HTTPS
- ☐ 15 CMS, plugins and themes up to date
- ☐ 16 Automated backups, stored externally and versioned
- ☐ 17 GDPR-compliant cookie banner with genuine opt-in
- ☐ 18 Privacy policy and legal notice complete & up to date
- ☐ 19 Admin accounts with strong passwords & two-factor login

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Part 2 – Mobile, Conversion and Operations

Mobile & User Experience

- ☐ 20 Fully responsive on smartphone and tablet
- ☐ 21 Buttons / tap targets large enough for touch use
- ☐ 22 Legible text without zooming (min. 16 px body text)
- ☐ 23 Clear, visible call-to-action above the fold
- ☐ 24 Navigation reduced to a maximum of seven main items

Conversion & Technical

- ☐ 25 Contact option reachable in one click on every page
- ☐ 26 All forms work and submit reliably
- ☐ 27 Web analytics set up cleanly and privacy-compliant
- ☐ 28 404 page actively guides visitors to relevant content

Maintenance & Operations

- ☐ 29 No broken links (internal or external)
- ☐ 30 Hosting resources match the actual load
- ☐ 31 Uptime / monitoring in place
- ☐ 32 Defined point of contact for technical emergencies

Your Result

0–3 open items: solid foundation – fine-tuning can lift performance further.

4–8 open items: noticeable potential – a focused audit is worthwhile.

9+ open items: your website is leaving visibility and revenue on the table.

Free initial consultation: www.pragma-code.de/en/projektanfrage