

Website *audit scorecard*

WEBSITE _____
DATE _____

AREA	SCORE /10	BIGGEST PROBLEM	QUICK WIN
Speed & mobile PageSpeed score, load time, mobile layout			
Technical SEO Indexing, sitemap, redirects, HTTPS			
On-page SEO & keywords Titles, descriptions, headings, target keywords			
Content quality Helpful, current, answers buyer questions			
Trust & proof About page, photo, case studies, reviews			
Conversion Clear offer, CTAs, forms, lead magnets			
AI search readiness Schema, FAQs, direct answers, llms.txt			

Total score _____ / 70

Baseline numbers

METRIC	LAST 28 DAYS	SOURCE	90-DAY TARGET
Visits (humans)		Google Analytics	
Google clicks		Search Console	
Leads / enquiries		Analytics events, inbox	
PageSpeed (mobile)		PageSpeed Insights	

Score guide: 9-10 strong · 6-8 fine, some fixes · 3-5 needs work · 0-2 urgent. Fix the lowest-scoring area with the biggest business impact first.

SPEED & MOBILE

- ☐ PageSpeed mobile score 80+ on key pages
- ☐ Largest content loads in under 2.5 seconds
- ☐ No layout jumps while loading
- ☐ Text readable and buttons tappable on a phone
- ☐ Images compressed and sized (WebP where possible)

TECHNICAL SEO

- ☐ Site loads on HTTPS with no mixed content
- ☐ XML sitemap submitted in Search Console
- ☐ No important pages blocked or set to noindex
- ☐ Old and broken URLs redirect (301) to the right page
- ☐ No pages with 'lorem ipsum' or empty templates

ON-PAGE SEO & KEYWORDS

- ☐ Each key page targets one main keyword
- ☐ Unique title under 60 characters, keyword first
- ☐ Meta description 110-160 characters
- ☐ One H1 per page; question-style H2s
- ☐ Service pages link to each other and to the blog

CONTENT QUALITY

- ☐ Each page answers its main question in the first lines
- ☐ Blog updated at least monthly
- ☐ Every statistic links to its original source
- ☐ Outdated pages refreshed or removed
- ☐ Content matches what you sell today

TRUST & PROOF

- ☐ Real photo and name on the About page
- ☐ Case studies or results with numbers
- ☐ Testimonials with full names and companies
- ☐ Contact details easy to find
- ☐ Privacy policy and terms in the footer

CONVERSION

- ☐ One clear offer above the fold
- ☐ A call to action on every page
- ☐ Contact form tested this month
- ☐ A free resource that collects emails
- ☐ Leads and form submissions tracked as events

AI SEARCH READINESS

- ☐ Organization and Person schema on the site
- ☐ FAQ sections with direct answers
- ☐ Consistent name, title and links across profiles
- ☐ Pages readable without JavaScript
- ☐ llms.txt or a clear 'About' summary for AI assistants

Action *plan*

REVIEW DATE _____

Order: high impact and low effort first, then high impact and high effort. Re-run the scorecard in 90 days.