



Website Audit Checklist

25-Point Checklist to Find What's Hurting Your Google Ranking

2026 EDITION

Technical SEO (8 points)

- ✓ Page loads in under 3 seconds on mobile (test at PageSpeed Insights)
- ✓ SSL certificate installed — padlock visible in browser
- ✓ sitemap.xml submitted to Google Search Console
- ✓ robots.txt present and not blocking important pages
- ✓ No broken links (use Screaming Frog or Ahrefs free audit)
- ✓ All pages return correct HTTP status (200 for live, 301 for moved)
- ✓ Mobile-responsive — passes Google's Mobile-Friendly Test
- ✓ Core Web Vitals: LCP $\leq 2.5s$, CLS ≤ 0.1 , INP $\leq 200ms$

On-Page SEO (7 points)

- ✓ Every page has a unique title tag (50–60 characters)
- ✓ Every page has a unique meta description (120–160 characters)
- ✓ H1 tag present and includes primary keyword
- ✓ Canonical tag on every page pointing to preferred URL
- ✓ Images have descriptive alt text (not "image001.jpg")
- ✓ Internal links connect related pages (minimum 2–3 per page)
- ✓ Schema markup present: LocalBusiness + FAQPage where applicable

Content Quality (5 points)

- ✓ Each service page is 800+ words with clear value proposition
- ✓ Location-specific pages for each suburb you serve
- ✓ Blog updated at least monthly with locally-relevant topics
- ✓ About page includes team photos, credentials, and years in business
- ✓ Customer reviews/testimonials visible on homepage and service pages

Conversion (5 points)

- ✓ Phone number clickable on mobile (tel: link)
- ✓ Contact form above the fold on every service page
- ✓ Google Business Profile link visible in footer
- ✓ Clear call-to-action on every page ("Get a Free Quote")
- ✓ Response time commitment stated ("We reply within 2 hours")

NEXT STEP

Get a free website audit from our team – we'll review your site against all 25 points and send you a prioritised action plan.

→ [Book your free audit at cosmowebtech.com.au](https://cosmowebtech.com.au)

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